

Sunday Scaries **nets 9x ROAS** from partnerships with Impact and Spark ROAS



Situation

Need to diversify

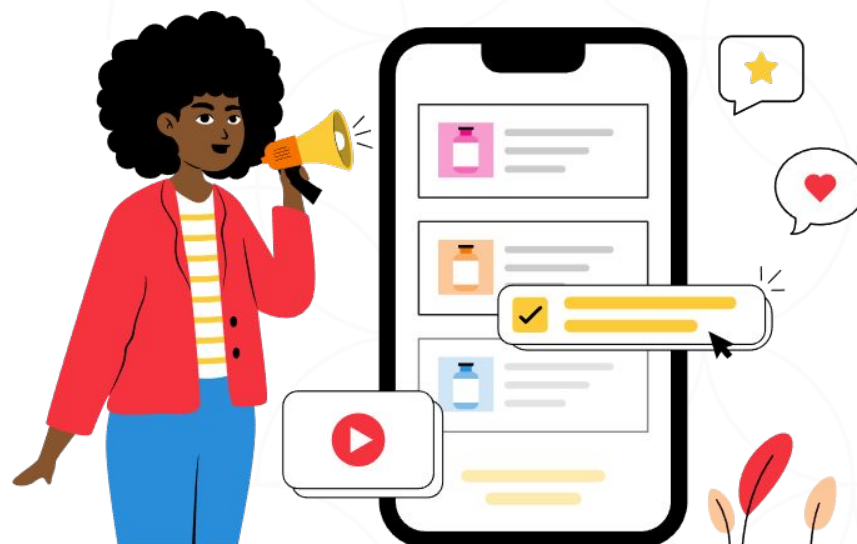
Sunday Scaries was looking to launch their partnership channel to start driving immediate revenue for their company. They were familiar with various affiliate platforms, but specifically needed an expert service provider and platform that could scale to their revenue goals and quickly ramp up their program.

Because so many digital advertising platforms were cracking down on CBD brands, Sunday Scaries also needed a platform that allowed them to work directly with specific media partners and not relinquish control to a network to promote their brand.

About

Sunday Scaries

Sunday Scaries features great-tasting CBD supplements made from the highest quality full-spectrum CBD sourced directly from family-owned hemp farms in Colorado.



Solution

Upper funnel partnerships

With the help of their agency Spark, Sunday Scaries leveraged their existing relationships and trained their team on Impact's Partnership Cloud to launch a partnership program that drove immediate revenue. The Partnership Cloud became the central source for developing partnerships, from social influencers to niche CBD sites to large publishers like Condé Nast and Gizmodo.

Through the Partnership Cloud's partnership automation capabilities, Spark and Sunday Scaries' teams were quickly able to onboard new partners and deliver the contract terms and assets needed to promote their brand.

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Without the Spark team and the Partnership Cloud platform, it would have taken us twice as long and double the resources to build what we've already accomplished in 6 short months.

Sophia Trunzo
Affiliate Manager
Sunday Scaries



Outcome

Tremendous program growth

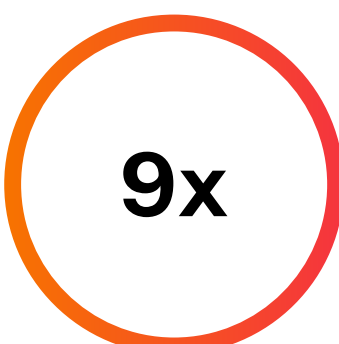
Sunday Scaries' partnership program saw immediate substantial growth. The Spark team onboarded dozens of partners that promptly started generating traffic and revenue for Sunday Scaries — something they were only able to capitalize at scale with Impact's Partnership Cloud.

After six months, the program had grown by a whopping 132%, with total return on ad spend (ROAS) increasing 9 times more.



+132%

Growth in program
6 months after
adopting
Partnership Cloud



9x

More total return
on ad spend