

**Ulta Beauty  
recruits 88  
new partners  
and achieves 8%  
revenue growth**



# Situation

## Limited partnerships hindering growth potential

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Ulta Beauty found itself at a crossroads in the fiercely competitive retail landscape. Like many large retailers, [Ulta Beauty](#) was eager to expand its brand reach and increase market share through strategic partnerships.

However, the brand's existing partner mix was limited, stifling its growth potential.

The Ulta Beauty team rolled up their sleeves and partnered with [Rise Interactive](#), a seasoned player renowned for its innovative solutions. Together, they strategized to overcome their constraints and carve out new avenues for growth.

The first order of business? Constructing a strategic roadmap with well-defined targets. This roadmap guided their decisions and actions toward the desired outcomes.

The duo relied on impact.com, a platform that provides tactical tools for brands to [Discover and Recruit](#) the right partners, optimize campaigns, and offer flexible payments.

The goal was clear: enhance their affiliate channel and attract different partner types across the customer journey. They believed this move would be instrumental in scaling with partners who championed their brand.

**As they implemented these strategies, their vision began to materialize.**

The once limited partner mix was now a vibrant ecosystem of diverse collaborations, each contributing to Ulta Beauty's growth story in its unique way.

# About

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## Ulta Beauty

[Ulta Beauty](#) is the largest U.S. beauty retailer and the premier destination for cosmetics, fragrance, body, skin, and hair care products. The brand attracts beauty lovers who love the thrill of discovery, the ritual of self-care, and the fun of self-expression. Customers can also enjoy extensive salon services, personalized to fit each Ulta Beauty guest.

## Rise Interactive

[Rise Interactive](#) [Rise], a [Quad](#) company, is an award-winning, full-service performance marketing agency. The team creates digital and offline experiences highlighting the unique value propositions of brands today.



## Solution

### A diversified approach to partner recruitment

The first step was a “grassroots” discovery and recruitment process. The Rise team found value in impact.com’s Discovery tools. The **innovative filtering functions** helped find highly compatible partners that aligned with key criteria:

- US-based audiences
- Experience working with health and beauty products
- Heavily indexed towards commerce content
- No requirements for single-use or vanity codes
- Minimal to zero tech integration is required from the Ulta Beauty team
- Case studies with revenue/performance impact when possible

The teams researched and connected with publishers and content creators easily — moving them through impact.com’s **hassle-free onboarding process**.

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*Rise takes an audience-first approach to crafting any marketing campaign. To find the right affiliate partners for Ulta Beauty, we worked closely with impact.com to define the specific buyer journey and map out where the consumer was in the shopping process. This allowed us to tailor our messaging and determine which partners would resonate most with the consumer.*

**Jake Leganski**

Director of Affiliate &  
Influencer Partnerships,  
Rise Interactive



## Solution (cont.)

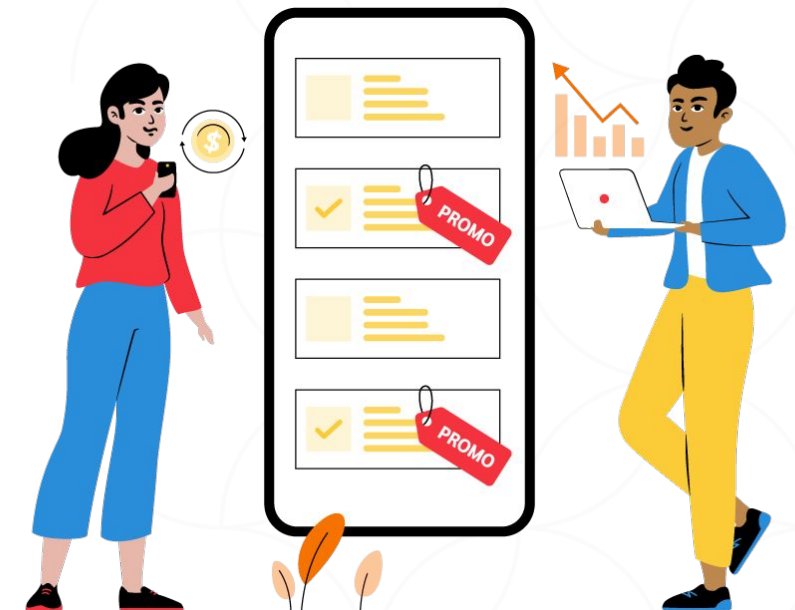
### A diversified approach to partner recruitment

Additionally, Rise tapped into the impact.com **Partner Success team's expertise and network** to recruit from a wider pool of potential partners. The Rise and impact.com team scheduled bi-weekly check-ins to ensure goals and strategies were achieved. Ulta Beauty now fosters thriving relationships with a wide range of partners.

To trim waste from the current partner portfolio, Rise used impact.com's **Optimize reports** to analyze partner performance. The Contribution Report and Cross-Channel Journey report proved most helpful in determining partners' incremental value.

**With these insights, Rise could identify top-performing partners and optimize the partnership strategy.**

The team grew the top-earners list, allocated resources to engaging partners, and aligned rewards to each partner's contributions.



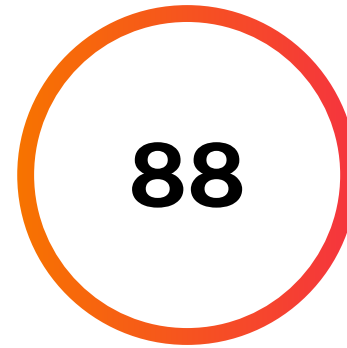
## Outcome

A varied network of partners fueling business growth

Rise and impact.com created a Strategic Partnership Development Matrix that automated recruitment and onboarding to improve team speed and efficiency. On top of refining Ulta Beauty's partnership pipeline, the impact.com platform transformed how the team managed the partnerships life cycle's different stages.

The partnerships channel drives even more significant revenue for Ulta Beauty. Their team now benefits from these multiple and active revenue streams as an omnichannel business.

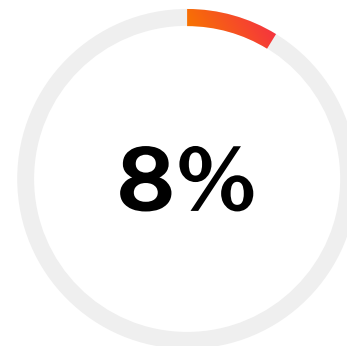
Ulta Beauty's partner platform surpassed its growth goals — powered by proactive teamwork and industry-leading tech.



new partners recruited



new partners drive revenue growth



increase in total program revenue