

How Vincero and Spark ROAS drove 1058% revenue increase from content partners over 9 months

Situation

Lack of partner diversity / commissioning restrictions

Vincero creates thoughtfully crafted luxury watches. They recently expanded their line to other accessories, including belts, sunglasses, and wallets. As their product line expanded, they knew that the keys to expanding their business growth lay in:

- Broadening their overall partnership program
- Bolstering their partner base with new content partners

However, Vincero faced roadblocks. They had little-to-no control over noncompliant coupon sites, which meant partners could claim credit for conversions without actually earning them.

Restrictive commissioning and contracting rules limited new partner approvals, keeping Vincero from growing. They needed to be able to customize commissioning and contracting in a speedy way.

In addition, Vincero realized that recruiting new content partners was going to be difficult to execute by hand. They needed a way to automate the partner onboarding and management process so they could focus on growing their partnership revenue, and thus their business.



About Vincero

Vincero is a luxury watchmaker that prides themselves on designing everything in house, sourcing their own materials, producing in small batches, and shipping directly to your door.

“The ease of reporting access and ability to set granular commissioning and bonus rules on Impact allowed Spark ROAS to facilitate the strong relationships we held with all partners, specifically with our content partners.”



Wes Lindenmuth
Growth Marketing Manager
Vincero

Solution

**Customizable
commissioning rules /
partner discovery
automation**

Vincero began working with the Spark ROAS team, who transitioned their program to the Impact team, to gain control over their existing relationships. Impact’s Partnership Cloud enabled Vincero to prevent partners from getting credit when they used a noncompliant code. This meant no more wasted hours scrubbing sites for unapproved codes — they were able to automate code distribution and blacklisting rules.

With their traditional affiliates in order, Vincero was able to address their second pain point: widening their partner base to focus on content partners. They realized their target audience would be more easily reachable through specific types of bloggers and influencers.

Using Impact’s Marketplace and a direct sign up link for their existing partner relationships, Spark ROAS was able to easily identify the content partners that best represented the target Vincero audience and quickly onboard them onto the platform.

What really made this a seamless experience for Vincero and Spark ROAS was the ability to customize their contracts. In addition to discovering and onboarding new content partners, they were able to create unique, one-to-one contracts with each of their new partners.



355%

Increase in total monthly revenue

29

Profitable Content Partners Added in 9 months

Outcome

Drove a 1058% revenue increase from content partners

Vincero had a strong partnership program to start but powered forward in reaching their KPIs after working with Impact and Spark ROAS.

The combination of custom commissioning rules and the ability to diversify their partnerships allowed Vincero to not only achieve, but go well beyond their goal of pivoting to content-driven revenue.

In particular, Vincero:

- Drove a 290% improvement in monthly conversions
- Grew content partner ROAS 332% by recruiting new content partners using the Impact Marketplace
- Reduced the number of hours spent scrubbing sites for unapproved codes by automating code attribution and blacklisting rules
- Increased content partner revenue by 1058% over nine months.

Want to get results like Vincero? | Contact grow@impact.com