

ZALORA
undergoes a
partnerships
makeover and
boosts its
referral program
by 150%



Situation

Hampered by manual processes and a limiting affiliate platform

Founded in 2012, [ZALORA](#) is the largest online fashion and lifestyle retailer in Southeast Asia. ZALORA offers its primary target customer, millennial women aged 20-35, an easy-to-use platform to shop, purchase and return a wide range of fashion and beauty products — making every day an "add to cart" kind of day.

ZALORA is always on the search to find innovative ways to expand its reach without sacrificing the customer experience, creating a seamless journey from marketing to purchasing.

With a focus on customer acquisition, the ZALORA team employed various channels, like social media, to attract and retain customers. The team realized that to succeed and drive business growth, it needed to capitalize on the benefits of its key channel — affiliate marketing — by optimizing its affiliate program.

Before switching to impact.com, ZALORA managed its affiliates through an affiliate platform that stifled partner growth. The team faced challenges, including:

- Time-consuming manual requirements, like manually cross-checking with finance on payouts
- Limited customization options that cater to different business needs
- Complicated onboarding and overall user experience
- Minimal control over contractual requirements



Situation (con't)

Hampered by manual processes and a limiting affiliate platform

To start seeing results from affiliate partnerships, ZALORA realized it needed a complete makeover of managing the different stages of the partnership life cycle.

The team required a partnership management platform that met specific goals, including:

- Smoother onboarding for new partners
- Options to skip manual steps and scale up partnerships
- Flexibility based on different business needs
- Customizable payment options to avoid overpaying

About

ZALORA

[ZALORA](#) is a leading online fashion and lifestyle destination in Southeast Asia. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong, and Taiwan. ZALORA is also a part of the Global Fashion Group. The company carries an extensive collection of top international and local brands, including apparel, shoes, accessories, and beauty options for men and women. ZALORA is on the frontier of online shopping, offering customers endless fashion possibilities.



Solution

How ZALORA dressed for success by solving partnership problems

When you put together the perfect outfit, it leaves you with the feeling that the world is your runway. Similarly, by choosing impact.com, the ZALORA team enjoyed the confidence of effectively growing its partnership program through the platform's tools and features.

Working with impact.com aimed to ensure that ZALORA's partners, ambassadors, and customers would have a better end-to-end experience across the board.

Smoother onboarding for new partners

ZALORA's team needed to reboot the onboarding process to set its partners up for success from day one. The impact.com platform simplified onboarding by updating ZALORA's partner sign-up from a multiple-click to a one-click process.

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As more brands understand the benefits of the partnership economy to scale and drive business growth, impact.com is the perfect long-term partner to power the whole integrated partnership ecosystem.

Leonard Chang
Regional Growth Manager,
ZALORA



Solution (*con't*)

How ZALORA dressed for success by solving partnership problems

Once onboarded, the team introduced new partners to the platform with a friendly layout and an interface that was purpose-built for ease of use. The ZALORA team enjoyed fast communication tools, allowing them to work directly with partners.

Options to skip manual steps and scale up partnerships

Manual steps took ZALORA's team away from higher-level work, like strategic planning, making it difficult to scale up and expand their partnerships.

Through powerful automation tools and API solutions, impact.com supports ZALORA's efforts to manage the partnership life cycle, including discovering new partners, starting recruitment, and tracking performance metrics.

What's more, impact.com's partnership platform integrates with ZALORA's internal data infrastructure, removing unnecessary steps while giving back time to focus on more significant priorities. These options allow for greater optimization and open up opportunities for rapid expansion.

Flexibility based on different business needs

While looking for a new affiliate platform, ZALORA prioritized flexibility. The team wanted a partnership program that reacted to different business needs, giving the team leeway to adjust to challenges and opportunities like changing consumer habits and new product categories.

With robust reporting tools, impact.com fits the bill perfectly.

Solution (con't)

How ZALORA dressed for success by solving partnership problems

Detailed reports give ZALORA's team whatever perspective they need, showing performance metrics and predictions for any angle. Plus, customizable partnership options skip over the previous one-size-fits-all approach. Instead, ZALORA makes adjustments with each affiliate.

Customizable payment options to avoid overpaying

With impact.com's contracting tools, ZALORA gained better control to make the most out of each partnership and avoid overpaying. Through attribution logic tools, clear visualizations, and automated security features, impact.com protects ZALORA from missing commissions or overpaying. By reducing these extra costs, ZALORA pours more effort and resources into the partnership program, helping it grow and expand sustainably.



Outcome

Expanding while saving time and money

Since joining impact.com's affiliate platform, ZALORA continues to scale up its partnership efforts. Cashback and loyalty websites bring in new customers, while high-quality content publishers and influencers boost brand awareness and reputation.

ZALORA's team found a clear solution with impact.com, addressing long-term issues and seeing significant improvements. ZALORA saw the following results since switching over to impact.com:

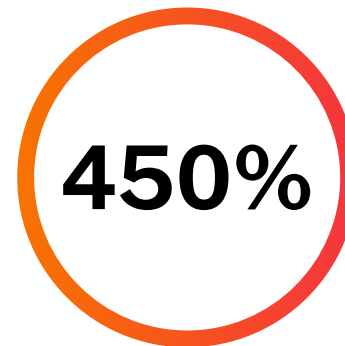
- Efficient onboarding and partner management has made affiliate marketing a bigger revenue driver than Facebook or Google.
- ZALORA's referral program grew by over 150 percent.



referral
program boost



return on
investment
increase



activation rate
growth

Outcome (con't)

Expanding while saving time and money

- Time-saving automation now saves ZALORA over 25 hours per month, cutting down on wasted time and messy tools behind the scenes.
- Automation tools and custom API solutions helped grow ZALORA's activation rate by 450 percent, improving the user experience in leaps and bounds.
- Commission tools and safeguards raised affiliate ROI by more than 50 percent, all while shortening payment delays from 120 to 90 days.

Find out more about [impact.com's partnership platform](#) and add success to your cart today.

