



# Zenefits grows their affiliate program 96% in one quarter by automating their partnerships

## Situation

---

Manual  
management/  
payout  
restrictions

To ensure a constant stream of new deals, the Zenefits business development team had worked hard to build solid relationships with other businesses. And of course, they were constantly searching out new and innovative ways they could partner with publishers, consultants, and agencies to keep their pipeline strong.

While their efforts were still producing great results, they were beginning to run into some limitations. To start, they were stuck manually attributing each lead to the partner who had referred it. And then when the lead became an opportunity, they had to track that manually so they could pay the correct partner. Payouts were then handled one-at-a-time via check.


And that was all just to continue working with their existing partners—recruiting new ones was another challenge entirely. As the team scoured the web for potential fits, they had to reach out individually and manage all the correspondence in their inboxes. And of course, the more they recruited, the more time it took to manage everything.

One thing was clear: if they wanted to continue growing, they needed to automate.



### About Zenefits

Zenefits provides innovative and intuitive HR and payroll software and services purpose-built for small and mid-size companies.



*“The Partnership Cloud has really allowed us to scale our program, and it’s helped us be more efficient. We’re constantly finding great, new partners in valuable niches, and activating them to drive leads and opportunities for our SaaS business.”*

**Tanya van Kampen**  
Digital Marketing Manager

## Solution

**Automate  
payout/messaging  
and change  
payout parameters**

Zenefits began by automating their existing relationships. Once they onboarded their partners to Impact, they were able to easily see which partners generated which leads, and then which of those leads were converted to opportunities within Salesforce. Once the leads became opportunities, Zenefits could pay the right partner automatically—no checks, spreadsheets, or invoices required.

With the day-to-day management of existing partnerships automated, Zenefits began to do the same for their recruitment efforts. Using Mediarails, they enlisted crawlers to do the work of finding niche sites and even individual professionals who could refer business. Lists in hand, they then set up email workflows to message everyone at the same time—a more manageable prospect than juggling hundreds of email threads.

At first, they were worried that replacing 1:1 outreach would reduce response rates. But through precise segmentation, they were able to tailor their messaging so well that most recipients responded as if they had reached out 1:1. For those who didn’t respond to the first email, Zenefits built in follow-up emails to improve response rates—if a certain amount of time passed without a response, the system would send that contact the next email.





# +96%

Lead volume growth, Q1  
to Q2

# 3x

Higher ROAS than  
paid search

## Outcome

---

### Rapid, efficient growth

Zenefits already had a savvy, biz-dev approach to partnerships, but adding partnership automation let them take it to the next level.

In particular, Zenefits:

- Expanded recruitment by adopting one-to-many personalized messaging
- Maintained strong open rates by segmenting their audiences and sending automated follow-up emails
- Grew their lead volume 96% between Q1 and Q2, thanks to improved efficiency and a growing partner base
- Achieved a return on ad spend (ROAS) three times higher than that of their paid search search channel

Zenefits already had the people and processes in place to find great partners and drive results. By adding partnership automation technology to the mix, they were able to accelerate their growth and fill their sales pipeline with high-quality leads and opportunities.

Want to get results like Zenefits? | Contact [grow@impact.com](mailto:grow@impact.com)