

Zero Co cleaned up its **partnership management** and achieved a **1556%** monthly return on investment (ROI)



Situation

Time-consuming partnership management

Zero Co's brand mission is clear: lead the way in "untrashing" the planet while helping customers ditch single-use plastics. Founded in 2019, the Australian-based sustainability brand sells environmentally-friendly household and body care products. As a goal-orientated brand, Zero Co wishes to connect with customers who share the same values and feel inspired to impact the world positively.

As an expanding brand in the direct-to-consumer (DTC) ecommerce market, the Zero Co team continuously looked for new ways to diversify its marketing channels to lower customer acquisition costs (CAC). Acquiring new customers remains an imperative stepping stone to Zero Co's growth and success, making CAC a significant driver in its reporting and forecasting.

Understanding the power of partnerships, the team faced the challenge of finding an ideal management platform to streamline and manage the different stages of the partnership life cycle. Before joining impact.com, the team operated partnerships on a case-by-case basis leading to time-consuming manual tasks like finalizing agreements, writing contracts, invoicing, and reporting. Zero Co turned to impact.com to kickstart partnership success.



About

Zero Co

Zero Co began aiming high, founded in 2019 by Australian entrepreneur, Mike Smith, out of his bedroom. Starting with a Kickstarter campaign that raised over AU\$700,000 (the most-supported campaign in the country that year), Zero Co set out to "untrash the planet from single-use plastic."

One of the company's key goals in 2022 is to stop 1.5 million water bottles worth of plastic from going to landfills and remove that same amount of plastic from the ocean. Zero Co was over 70 percent successful on both points by the middle of the year.

Zero Co makes reusable cleaning and body care products from recycled materials. As a brand, they help people cut single-use plastics out of their daily lives — protecting our planet and supporting ambitious sustainability projects.



Solution

Improved partnership management with impact.com

The impact.com platform made each of the touch points of the partnership life cycle seamless while offering a single solution interface to manage a multi-channel, growing portfolio of partnerships.

With the assistance and support from impact.com and their agency, [Silverbean](#), the Zero Co team:

- Diversified its partner mix to decrease CAC
- Streamlined the recruitment and onboarding process
- Improved partner contracting to eliminate time-consuming tasks
- Optimized partner performance with insights from reporting

Diversified partner mix

Zero Co tapped into a diverse mix of fully-vetted partners available on impact.com's Discovery tool, including loyalty programs, content partners, third-party affiliate networks, cashback, coupons, and community groups. As a result, the team saw its CAC decrease and increased brand awareness by leveraging the audience relationships of its affiliate partners.

Zero Co also saw the value of converting its customers to ambassadors by offering financial incentives for referring the brand to their communities. The team realized it could devote the money it would normally spend on traditional paid advertising to its loyal customers, resulting in an ethical way to disperse its Ad spend and balance out the increase in digital advertising costs.



Solution (con't)

Improved partnership management with impact.com

Since then, Zero Co has managed these ambassador campaigns through impact.com, including [Sustainable Stays](#) (for accommodation owners), [Shareholders](#) (a community of 2k+ shareholders), and [Sustainable Schools](#).

Streamlined recruitment and onboarding process

With campaigns like Sustainable Stays, Zero Co embedded the contract link onto its [website](#) allowing accommodation owners to easily sign-up by completing the form. By streamlining the recruitment process and adding other convenient sign-up options, like linking your social media network accounts via the form, potential partners avoided any complexities in applying.

Once recruited, partners receive a detailed email workflow guiding new partners through the onboarding process and how to use the impact.com platform to get started. With the right impact.com software, Zero Co recruited and onboarded 381 new active partners.



Solution (*con't*)

Improved partnership management with [impact.com](#)

Improved partner contracting

Working with [impact.com](#)'s support team, Zero Co sets up and tailors contracts with restrictions that save the team from spending on additional costs. For example, Zero Co only pays commission for customers who checkout using the partner discount code.

The team also used [impact.com](#) to reward partners for driving incremental value, negotiating commissions, and setting up contracts.

Focusing on value instead of volume, [impact.com](#) provided them with self-enforcing digital contracts, multi-currency support, and dynamic payouts (based on more than a hundred different factors).

Building reports to drive partner performance

With [the Data Lab](#), [impact.com](#) can handle tracking, flexible reports, and following every touchpoint on the customer journey. With immediate access to live data and performance, like attributed partner revenue and sales, monthly sign-ups, and CAC, Zero Co could make adjustments and provide vital partner feedback.

These tools made it easier to focus on the consumer experience and keep customers engaged. More specifically, the advanced action listing report allowed the Zero Co team to segment partner groups to identify partner programs and offers that convert best. Insights from data drove partner performance leading to a 27 percent average month-on-month revenue growth.

Outcome

Sharing values and growth through partnerships

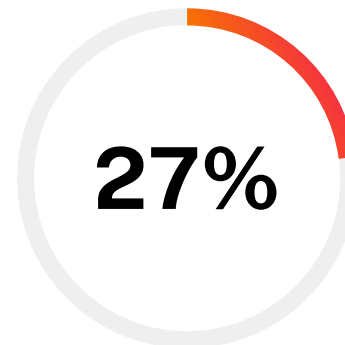
Zero Co's move to impact.com paid off. Once the team accessed impact.com's marketplace, automation options, and support, they jumped into the partnership world with both feet.

Zero Co has gained 381 active partners since June 2021. These partnerships empowered them to grow in ways that align with the brand values — in addition to customer acquisition and revenue goals.

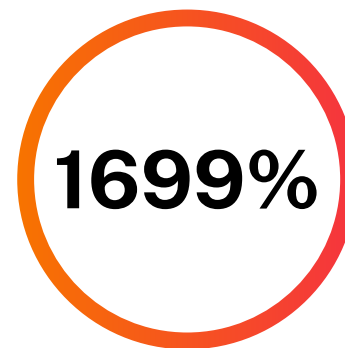
- Zero Co also partnered with short-term accommodation providers to acquire new customers. The accommodation provider stocks products while giving guests an opportunity to stock up themselves with QR codes.
- Zero Co started its Sustainable Schools program to educate students on the plastic problem. The program also aims to raise funds by providing participating schools with a commission for new customer acquisition.



new active partners recruited



average month-on-month (MoM) revenue growth



average monthly return-on-ad-spend boost

Outcome (con't)

Sharing values and growth through partnerships

Without impact.com, these partnerships wouldn't have been possible on this scale. The platform allowed the team to eliminate manual tasks and communication, keeping accommodation partners connected and updated.

Zero Co's starting goal was finding partnerships that reliably bring in new customers.

With impact.com's partnership platform, Zero Co scaled up and connected with a much larger audience.

Find out more about [impact.com partnership platform](#) to drive growth for your brand today.

