



Client success story.

MILKRUN's affiliate strategy: A quick ride to success with Partnerize

How affiliate became MILKRUN's lowest-cost channel for customer acquisition



The set up.

MILKRUN was the first of its kind to bring a quick-response delivery service to market during the height of the pandemic—when people needed the service most. After navigating many market changes since then, MILKRUN was ultimately acquired by umbrella company Woolworths after merging with Metro60 in 2023. This acquisition prompted the search for a marketing channel to support growth locally and abroad while driving new and returning customers to the MILKRUN app. One of the most effective ways they saw to accomplish this was by forging strategic partnerships including those with card-linked-offer (CLO) partners in the affiliate channel. Highly coveted for customer acquisition, affiliate marketing was a brave new world for their team, but one that they were able to capitalize on quickly and optimize with the support of the Partnerize services team.

The treatment.

As a newcomer to affiliate marketing, MILKRUN recruited Partnerize to facilitate a proper introduction to the channel and guide their education. Leveraging Partnerize's unique services offering, Maximize, MILKRUN has benefited immensely from having 1:1 access to a local team member tasked directly to their account, leading the daily management, execution, and reporting on their campaigns.

From orchestrating the heavy lifting of partner negotiation to providing industry expertise and on-hand support, MILKRUN's Partnerize Services Lead is an extension of their team and has given them the confidence to continue investing and growing their partnerships.

Since MILKRUN is an app-first offering, the team partnered with the mobile growth and attribution platform, Branch, to quickly integrate their app and the Partnerize platform. With an exciting new website in development, MILKRUN was able to tap into a wide network of technology solutions that further enriched its partnership program via direct integrations with Partnerize.



“Working with the Partnerize service team has been fantastic for us and our campaign. They connected us with a variety of great partners, provided great strategic recommendations, and took care of all the details. Thanks to their expertise and care, we could drastically grow our campaign even with limited time and resources.”

– Mariah Poulos, Ecommerce Marketing Manager, MILKRUN



The results.

Through the Partnerize platform and support from a dedicated team of experts, MILKRUN's partnership program has seen consistent and meaningful growth since implementation. The affiliate channel now drives the lowest cost-per-acquisition (CPA) across their channel mix and subsequently the highest return on investment (ROI) while stimulating higher average order value (AOV) transactions by promoting cross-category alcohol bundling via their partners. Their return on investment is 18% above the industry benchmark. They've scaled and successfully launched in New Zealand, expanding their affiliate program to established partners within that market resulting in 45% growth in new customer acquisition in 2023.

Moreover, they have seen momentous results from their partnership with Card-link offer partners like Furthr. They contribute nearly 70% of their overall program revenue in driving bottom-of-funnel (BoF) traffic.

For more information, connect with us at partnerize.com/contact.

Increase in revenue

