



Client success story.

Partnerships prove a perfect fit for online retail giant, THE ICONIC



The set up.

THE ICONIC is Australia and New Zealand's leading fashion and lifestyle platform, driven by the purpose 'to create a better way for people to shop.' THE ICONIC's entire offering, from discovery to checkout and resell, is built around their customer. With this customer-centricity in mind, they strategically leverage partnerships to promote their products across the channels and devices their customers interact with most regularly.

The treatment.

THE ICONIC has been with Partnerize since 2015. Over the years, Partnerize has given THE ICONIC a sophisticated and scalable solution to best optimise and grow their affiliate program in-house. With real-time campaign performance and rich data insights in a single dashboard, THE ICONIC's performance Marketing team uses Partnerize's suite of tools to deduce what products perform best in the affiliate channel, and thus, whom they should partner with based on their current product ranges.

As expected with any long-term relationship, Partnerize has supported THE ICONIC's ambitions to continually optimise their technology to meet their customers where they are.

Upholding this customer-first strategy over recent years, THE ICONIC has leaned into the power of mobile shopping. Discovering that their app customers had a higher AOV, and were spending more frequently, they recognised a huge opportunity to better convert customers who shopped via their affiliate partners, by directing them to their app.

The results.

In line with their app-first strategy, The ICONIC implemented app tracking in August 2022. Since then, THE ICONIC's sales have increased 41% as a result of the new capabilities. This new level of tracking has given them richer data, informing them how best to adjust their entire marketing mix and invest in the right performance models, particularly in relation to affiliates. Moreover, it has reduced the tech and resourcing support to manually attribute orders, thus saving substantial overheads and subsequent bottom-line impact.

Furthermore, THE ICONIC cleverly diversified their partner mix in their app tracking rollout, strategically leveraging cashback and coupon partners as their main volume drivers, whilst tapping into student and content partners to drive awareness messaging around the app.

41%

Since implementing app tracking in August 2022, THE ICONIC's sales have increased 41% as a result of the new capabilities.

47%

THE ICONIC app sales split increased from 39% last year to 47% this year.

25%

App sales see a 25% higher AOV than web.

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