



Client success story.

# Seraphine sees major bump in orders, traffic & revenue on Partnerize

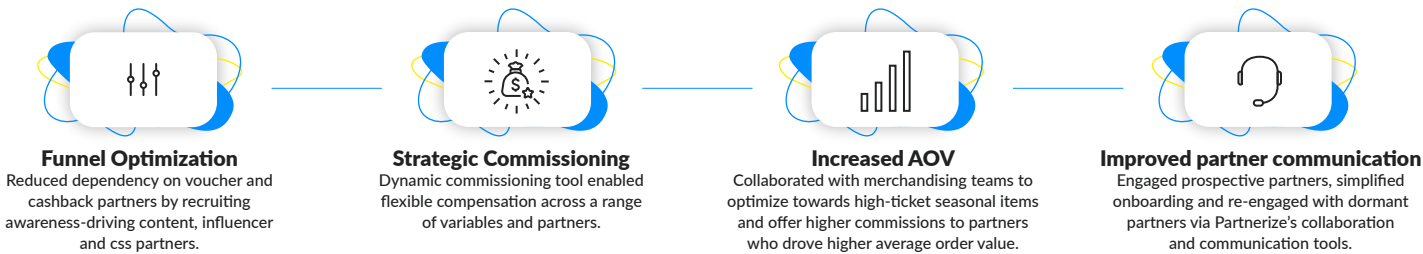


## The set up.

Maternity and nursing wear brand Seraphine has a strong brand image and a customer lifecycle of 9-12 months. Seeking a steady stream of new customers via diversified partners, their existing program, managed on a legacy network, had reached saturation point. With partner diversification severely lacking, and yet to realize the affiliate channel's true value, Seraphine needed advanced tech and recruitment to achieve their goals.

## The treatment.

Newly migrated to Partnerize for software and services, the team identified the top 30 vertical-specific partners. An aggressive recruitment and activation campaign secured visibility and awareness, focusing on best-fit content sites. The team set goals, tested, and validated each play, implementing dynamic commissioning per SKU for high-value seasonal items, negotiating exclusive closed user group (CUG) offers and premium exposures for excess inventory. The ability to act in real-time and make data-led optimizations, test commission rates, and diversify the partner mix was pivotal to doubling revenue, meeting performance goals and improving brand presence via affiliates.



"The gains realized on Partnerize have significantly impacted our strategy and performance. New partner types reduced risk and increased upper funnel traffic. Strategic partner rewards have been transformative. In two months, applying commission rules on voucher codes for Cashback & Loyalty Partners shifted revenue into higher basket thresholds. A strategy is only as good as what we can implement. The services team at Partnerize has been the driving force behind the growth of the program and we anticipate continued success over the next 12 months of our partnership."

- Henry Linney, Performance Marketing Director, Seraphine

## The results.

During their first quarter on Partnerize, Seraphine doubled their traffic, achieved 2.5x growth in orders and recorded +320% on revenue compared to previous period YoY. Broadly, the brand achieved on all goals across brand, performance, ROI and ROAS and completely eliminated the risk of 60% of revenue coming from one partner by diversifying partner mix. **Highlights Year-on-Year include:**

