Partnerize

Client success story.

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

The set up.

Fashion-forward maternity and nursing wear brand Seraphine has a strong brand image but a typical customer lifecycle of 9-12 months. Seeking a steady stream of net-new customers via diversified partners, their existing program, managed on a legacy network, had reached saturation point. Over-indexed on sub-network partners, and yet to realize the affiliate channel's true value, Seraphine needed advanced tech capabilities and real-time account management to achieve their goals.

The treatment.

Newly migrated to Partnerize for software and services, Seraphine and Partnerize identified the top 30 vertical-specific partners in-region. An aggressive recruitment and activation campaign secured visibility and awareness, focusing on best-fit content sites. The team tested, validated, and goal-set every action, 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-informed decisions to optimize well-performing campaigns and partner types, to test commission rates, and diversify the partner mix was pivotal to doubling revenue, meeting performance goals and improving brand presence via affiliates. Please present below as icons / designed elements. If you are pinched for space, we could omit the descriptions and just call out the four titles (ie, funnel optimization etc).

Funnel Optimization
Reduced dependency on voucher and cashback partners by recruiting awareness-driving content, influencer and css partners.

Strategic Commissioning
Partnerize dynamic commissioning tool enabled flexible compensation per partner types and per variables like SKU, basket value etc.

Increased AOV
Collaborated with merchandising teams to optimize towards high-ticket seasonal items and offer higher commissions to partners who drove higher average order value.

Improved partner communication
Engaged prospective partners, simplified onboarding and re-engaged with dormant partners via Partnerize's effective collaboration and communication tools.

> "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."
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> **– 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.
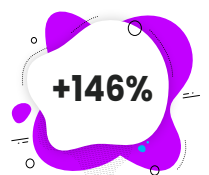Highlights Year-on-Year include:

+121%	+£1m	+111%	+208%	+146%
Revenue increase	Exceeded revenue target	Clicks	Orders	Revenue driving partners

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