



Client success story.

Dynamic commissioning is the gift that keeps on giving for leading UK gifting and subscription brand



The set up.

After strong seasonal performance over spring holidays, a leading gift and subscription brand sought to continue momentum into the summer months for its UK program. With a primary goal of increasing transactions, the brand also wanted to prioritize new customer acquisition while maintaining control of its return on investment.

The treatment.

The brand tapped Partnerize's leading dynamic commissioning functionality to implement a custom reward structure that automates partner payment based on conversion attributes. Targeting a coupon partner with the tiered rate structure, the brand implemented a test campaign with payout tiers that were strategically developed to incent the partner to drive additional revenue while reaching, engaging, and converting new audiences. **To execute the test campaign, the brand:**

- Implemented a tiered commission structure escalating commission payout based on the quantity of items in the order.
- Communicated the payment incentive with partners to garner featured exposure in exchange for the prospect of higher commission payouts.
- Automated rewards with custom rates for new vs. existing customers, with new customer transactions triggering a higher base payout prior to the escalation tiers.



"Implementing a dynamic commissioning structure was the functionality we needed to reengage our targeted partner through appropriate incentives without increasing our marketing dollars. Dynamic commissioning also provided us with the ability to secure additional exposure that helped our brand target new audiences. In combination, the increased incentive and the featured placements helped us to replicate the results of what is typically our busiest season: Mother's Day."

- Oversees affiliate and partnership programs at brand



The results.

With Partnerize dynamic commissioning, the brand saw immediate results with their target partner during their 30-day test period:

