

Client success story:

Luxury retailer achieves affiliate excellence with Partnerize migration.



Software and Services



The setup.

A globally renowned luxury retailer aimed to optimize and diversify its affiliate programs by expanding into new e-commerce engines and driving incremental sales. The retailer had outgrown the limitations of its legacy networks, facing challenges like poor controls, tracking issues, and a lack of SKU-level reporting. To streamline operations and future-proof its affiliate strategy, the brand sought advanced technology and account management support, with an eventual long-term goal to in-house program management. The retailer desired meaningful, diversified, and mutually successful direct partnerships throughout the partner lifecycle.

The treatment.

With a long-term vision for in-house management, the retailer aimed to enhance partner discovery, selection, and strategic control. Consolidating affiliate activity with Partnerize offered the potential for greater efficiency, actionable insights, and long-term growth.

The migration to the Partnerize platform and full-service offering facilitated a seamless transition. Partnerize's API migration tracker, combined with a clear timeline, ensured that the program launch was smooth and timely. Cross-departmental collaboration protected revenue while eliminating downtime.

Partnerize streamlined the retailer's existing partner ecosystem using the Discover tool to align and recruit new partners tailored to strategic goals. A probability analysis framework ensured that investments in top partners consistently delivered strong ROI.

The implementation of server-to-server tracking future-proofed the program against browser changes and enabled flexible commission structures, including default, partner-specific, and product/event-specific commissions.

The results.

The migration eliminated \$250,000 in agency and network fees, reinvested within the channel to build strong, diverse first-party relationships.

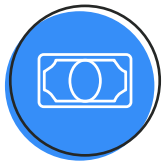
Key outcomes of migrating to Partnerize included:

- Seamless transition of the top 30 partners with zero revenue impact.
- Optimized programs using server-to-server tracking, supporting digital initiatives and safeguarding against third-party tracking changes.
- Incremental traffic growth and a notable increase in order value.



The retailer exceeded revenue goals by 8% in H1, achieved a 30% revenue uplift in the primary market, and contributed nearly half of the brand's global revenue share, driven by strong average order value and improved conversion rates.

Leveraging Partnerize's people, processes, and technology delivered impactful results, including:



Reduced reliance on cashback and diversification of the partner base with 29 new partners in two quarters, driving incremental revenue.



Enhanced partner communication, boosting engagement by 12%.



A streamlined, diversified partner ecosystem enabling long-term success.



This migration showcased the retailer's ability to elevate affiliate programs, embrace innovative partner types, and unlock new revenue streams for luxury goods previously unattainable on legacy networks.

For more information, get in touch with our team at partnerize.com/contact