

Client success story:

Pair Eyewear reframes affiliate success, with Growth HQ & Partnerize



The setup.

Pair Eyewear provides customizable eyewear that kids and adults want to wear. Already operating in the affiliate channel with a focus on lower-funnel partners, the brand's agency, Growth HQ, recognized that they could drive incremental revenue in their program by adding upper-funnel partners to accelerate growth and improve results. A new and diversified content strategy to build brand awareness required the right SaaS platform to effectively and efficiently manage and recruit the right partners. Growth HQ selected Partnerize as the platform of choice to support this next phase of growth for Pair Eyewear.

The treatment.

After migrating from ShareASale to Partnerize for greater efficiency, Growth HQ optimized Pair Eyewear's affiliate program through a gap analysis and strategic overhaul.

The legacy program was weighed down by low-value, lower-funnel partners, requiring a full audit during migration to Partnerize. Growth HQ optimized the partner mix by removing underperformers and focused on value-driving affiliate partners through in-depth data analysis. With a streamlined program, they shifted to growth—recruiting high-quality US partners across the funnel using SEO insights, media research, and content outreach. Leveraging Partnerize, they also optimized cost-per-acquisition (CPA) through strategic flat-fee and performance-based campaigns, positioning the program for scalable success.



It's been a pleasure working with the team on our affiliate campaigns and projects. They've helped spearhead strategic growth and optimization of our affiliate program with impressive results, and we look forward to continuing to build together.

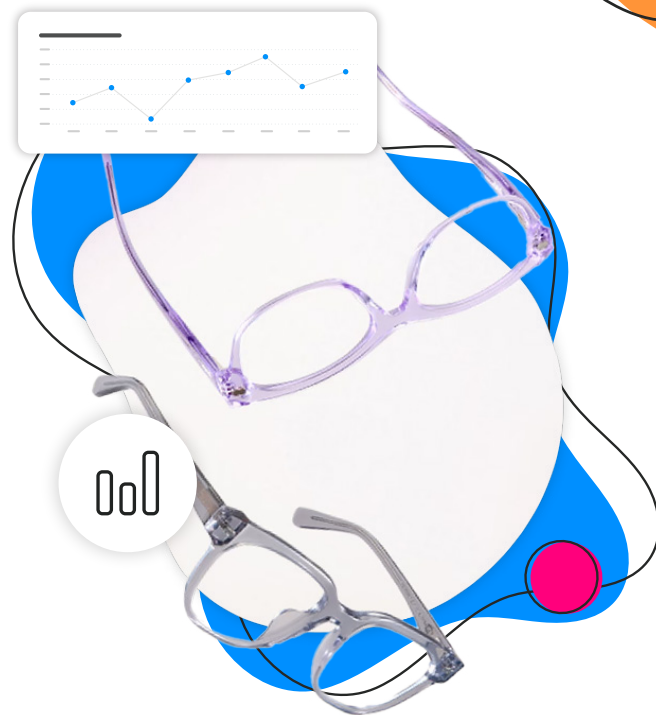
Marisa Lifschutz, Influencer Growth Marketing Lead, Pair Eyewear



Partnerize has been instrumental in diversifying Pair Eyewear's affiliate program. The platform's features have helped us tap into new customer segments across top and mid-funnel publishers, dramatically improving scalability. This shift has driven a 135% YoY increase in new user sales while reducing reliance on low-value bottom-funnel publishers.

Graeme Boase

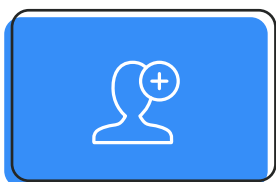
Account Manager, Growth HQ



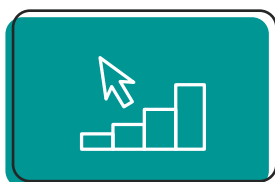
The results.

By expanding Pair Eyewear's media house partners, Growth HQ proved the incremental contribution of strategic content partnerships, boosting brand awareness with major names like Rolling Stone and Katie Couric Media.

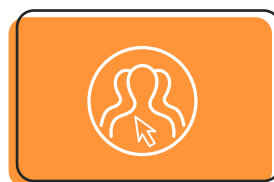
Migrating to Partnerize and refining the content strategy built a powerful demand engine driving:



+135%
growth in new
user sales



+13%
average
monthly click
growth



+250%
click active
partners



46%
new users from
content partners

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