



Client success story.

Skincare pioneer gets a partnership program makeover on the Partnerize platform



The set up.

Looking to secure their partnership platform and a services practice all in one spot, a luxury and sustainable skincare expert, migrated from Rakuten to Partnerize in May 2023. U BEAUTY wasn't satisfied with the pace their program was scaling and also sought a more diverse partner base than what was available to them at Rakuten. Fortunately, their Vice President of Global Growth, who worked with Partnerize in a previous role and experienced great results, thought bringing the brand on board would achieve the best outcomes.

The treatment.

Having had a very manual partnership program prior, the brand was looking to streamline partner communications and remove themselves from the day-to-day contact. The brand put its trust in the Partnerize team to manage all partner communication, campaign ideation, and partnership optimization. The Partnerize team responded by ensuring the brand had as much visibility as possible on multiple partners' sites. A GAP analysis was performed and a list of the top 60 partners was targeted, prioritizing their acceptance into the program and optimizing with as many partners as possible. Ensuring this process was completed as soon as the program launched helped tremendously, and now the brand maintains strong relationships with all its partners. Once getting the top targeted publishers in the program quickly, Partnerize asked the brand to set a threshold for their max CPA and flat-fee spend depending on publisher type, and started locking in monthly proposals with key publishers immediately. These stay the same and are renewed every month.



"Being a niche skincare brand, it's not easy to get in front of key publishers. We put our trust in the Partnerize team to manage all partner communication, campaign ideation, and partnership optimization. The Partnerize team responded with a GAP analysis of top partners ensuring we had as much visibility as possible on multiple partners' sites. Since the program launched in May, we have increased revenue YoY looking at May-December performance from 2022 to 2023."

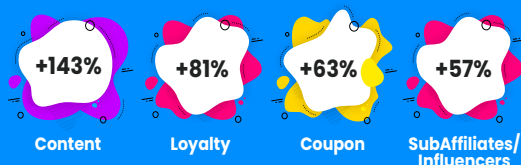
– Vice President Global Growth



The results.

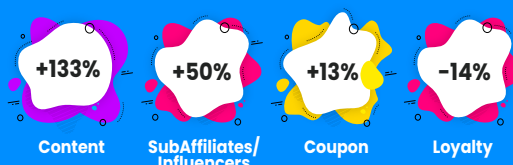
Since launch, the brand has seen a 67% increase in revenue YoY, and a 3% increase in return on ad spend (ROAS) YoY.

Revenue Increase by Partner Type :



Q3 2023 vs. Q4 2023

ROAS Increase By Partner Type:



Q3 2023 vs. Q4 2023