


Growth without guesswork: How Healthylife exceeded ROAS with smarter affiliate tactics





Healthylife needed to drive rapid affiliate revenue growth while safeguarding profitability, particularly during critical sales periods. To accomplish this, Healthylife partnered with Partnerize and together, engineered a sophisticated, agile affiliate strategy designed for ambitious yet profitable expansion, ultimately yielding distinct and scalable victories.


The set-up


Healthylife required flexible budget control and smarter affiliate engagement to ensure strong ROI and maintain momentum.

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Increasing affiliate-driven revenue during both regular business and peak sales windows.
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Exceeding minimum return on ad spend (ROAS) benchmarks.
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Maintain weekly flexibility in spending and forecasting.
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Prioritizing high-performing, lower-funnel partners without overspending.
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Successfully launching and scaling a new category, telehealth, within their existing affiliate infrastructure.

The treatment

Partnerize collaborated closely with Healthylife to develop a strategy focused on performance, scalability, and budget flexibility. **Key actions involved:**

- Maximizing Partnerize services to gain clear visibility and streamline spend.
- Focusing efforts on lower-funnel partners (like cashback, loyalty, and coupon sites) for immediate revenue impact.
- Implementing dynamic reward structures based on specific partner value and performance.
- Tagging partners and campaigns with metadata for granular optimization, which also included the new telehealth category.
- Adjusting weekly investment based on real-time performance, reallocating budget to areas with the greatest impact.




“With Partnerize, we could dynamically scale our affiliate program without losing sight of ROAS targets. The platform gave us the control and clarity we needed to grow with confidence.”





Ben Padfield
Chief Digital, Customer & Marketing Officer


The results


By combining intelligent segmentation, a strategic focus on partners, and dynamic budgeting, Healthylife achieved impressive results:

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A 14%+ conversion rate from the affiliate channel.
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A diversified portfolio of 100 partners built since launching.
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A +32% revenue lift from lower-funnel partners during peak weeks.
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ROAS targets exceeded by 18% during key sales campaigns.
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A strong Average Order Value (AOV) for the affiliate channel, notably higher than other digital channels.



To learn more about how Partnerize can help grow your affiliate program revenue, get in touch [here](#).