

Dream results: Pillow Talk finds a 15% higher conversion rate with Partnerize



Pillow Talk, the beloved Australian homewares brand founded in Queensland, needed an affiliate platform that could match its nationwide growth. After a strategic move from Rakuten, Pillow Talk launched on Partnerize in 2024. The results were immediate: leveraging Partnerize’s full-service support solution, Maximize, Pillowtalk experienced a conversion rate a staggering 15% higher than their previous network.

The set-up

Pillow Talk required a platform that could not only deliver better conversion efficiency but also provide the strategic controls and optimization tools necessary to transform the affiliate channel into a powerful engine for national expansion and high-value customer acquisition. Specifically, they wanted to:

 <p>Drive targeted new customer acquisition and establish a strong presence, particularly in the vital growth markets of New South Wales and Victoria.</p>	 <p>Consistently achieve a high return on ad spend (ROAS) of \$15+ to ensure the channel's long-term profitability.</p>
 <p>Improve budget discipline and full visibility, which necessitated a platform and KPI dashboard that could track metrics in real-time.</p>	 <p>Maintain a high average order value (AOV), a metric that their affiliate channel was already supporting well.</p>

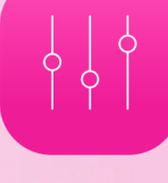
The treatment

Pillow Talk developed a three-pronged strategy that focused on maximizing the potential of existing high-value partners, diagnosing and optimizing underperforming partners, and aggressively cleaning up the inactive partner segment. This was executed with their dedicated Account Strategist plus real-time strategic controls to align partner rewards with Pillow Talk’s specific goals for AOV, new customer acquisition, and ROAS.

For their existing top partners, they:

	<p>Routinely monitored competitors' cashback rates and strategically increased CPAs with specific partners to ensure the program remained competitive and fully optimized.</p>
	<p>Leveraged a CPA-first approach for exposure with coupon partners, securing high-impact placements like homepage features and newsletters during promotions, and category sponsorships during non-promotional periods.</p>
	<p>Identified and considered testing paid placements with the highest volume-driving partners to drive scale while maintaining a strong ROAS.</p>

For their underperforming partners, they:

	<p>Analyzed commission structures and extended competitive baseline CPAs where strategically necessary, while communicating with individual partners to better understand and address performance trends.</p>
	<p>Made necessary commission adjustments for partners with lower ROAS.</p>

For their inactive partners, they:

	<p>Deployed a customized communication plan to re-engage with this cohort. Partners were contacted to understand why performance stalled, and those negatively affecting the ROAS were removed from the program.</p>
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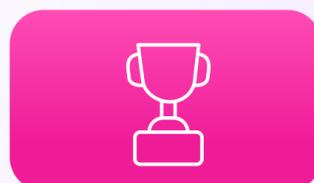
“Partnerize not only gave us the real-time strategic controls and support we needed, but it also helped us deliver the highest AOV among all our online paid channels during Q4. It's a fundamental improvement in our digital performance.”



Maddie Chaplin
Digital Marketing Manager, Pillow Talk.

The results

The three-pronged strategy of partner maximization, focused optimization, and aggressive clean-up, underpinned by Partnerize’s Maximize support, delivered immediate and exceptional performance, driving significant growth and efficiency across Pillow Talk’s key metrics:

 <p>The affiliate channel drove a 15% year-over-year increase in conversion rate while sustaining a consistent AOV. In Q4 (June–August 2025), it outperformed all other online channels, delivering the highest AOV.</p>	 <p>The affiliate program proved to be a powerhouse, outperforming other digital channels. The affiliate channel stood out with sessions growing by 9% and revenue by 28% YoY.</p>	 <p>Over the last eight months, the focused portfolio management resulted in the addition of 11 new partners, strengthening reach and driving incremental growth opportunities.</p>
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In summary, the transition to Partnerize not only accelerated revenue but also fundamentally improved the affiliate channel's efficiency, engagement, and overall contribution to the brand's digital performance.

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