

Client success story.

# DTC brand Beautycounter leverages Partnerize to maximize their partner ecosystem at scale



## Background.

Seeking a diverse partner base and increased operating leverage, Beautycounter migrated their affiliate program to Partnerize in late 2019. The decision to move on from the legacy network model was motivated by a recognition that creating operating leverage required a fundamental shift away from reliance on last-click and a corresponding improvement in the lifetime value of customers acquired from the partner channel. Managed by an in-house team, Beautycounter prioritized ecosystem expansion and diversification with an intuitive platform that automates the traditionally manual task of partner discovery, recruitment and optimization.



Discover helped us to double the number of revenue generating partners in our program less than 5 months after migrating from our legacy affiliate network. The simplified process for finding and recruiting the right partners enabled us to easily tap into our target demographic and drive an incremental 13% in partner channel revenue since our Partnerize launch – growth made possible by innovative partner acquisition tools.

Libby Strobel,  
Digital Marketing Manager

**BEAUTYCOUNTER®**



## The results.



# 2x

more revenue-generating partnerships within 5 months of activating the Partnership Management Platform



# 13%

increase in partner channel revenue since launching on Partnerize