

Client success story.

# Burrow assembles the perfect customer acquisition strategy with diversified affiliate approach



## The challenge.

Burrow sought to reach new audiences and convert consumers into customers but they also wanted to avoid the high price tag of customer acquisition in traditional sales and marketing channels, like paid search, social, even PR.

## The approach.

Burrow turned to Partnerize platform to help tap partner distribution for both its attractive pay-for-performance model and its unique ability to reach broad consumer audiences, with scale, across a wide spectrum of partner types. They sought partners that could bring value across the entire consumer journey, not only in customer acquisition, but in driving brand awareness; thus, converging brand marketing and performance marketing.



Establish new relationships by highlighting automated lookalike partner recommendations



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Easily identify, recruit, and manage relationships with right-fit partners in the platform, and beyond.



The media landscape has evolved drastically, and customer acquisition has gotten more competitive. Similar to many direct-to-consumer brands, we've had to diversify our marketing mix. We originally turned to affiliate marketing to drive traffic, incentivizing publishers to link back to our site and now we have found huge success pairing our traditional PR outreach with affiliate marketing around product launches, enabling us to generate press coverage, referral traffic, and conversions. Partnerize's approach to affiliate marketing has allowed us to access publishers that are ordinarily too expensive to advertise with, in a meaningful and mutually beneficial way, in that Burrow can turn its favorite media companies into brand advocates—especially when there's a proven audience alignment.

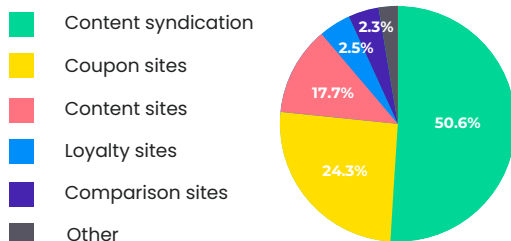
LT Taylor, Director of Communications at Burrow



## The results.

With Discover technology supporting Burrow, they were able to achieve diversification in both traffic and revenue contribution from a mix of partner types.

% of Clicks: Q3 2019



% of Revenue: Q3 2019

