



Client success story.

# Inspired by travel: How CAMILLA built a better global affiliate program through Partnerize service & support



## The set up.

CAMILLA is a luxury Australian-based print and design house founded in Sydney's Bondi Beach in 2004, by designer and artist Camilla Franks. From its early inception, CAMILLA's aesthetic has emulated an air of wanderlust, with prints and designs inspired by Camilla's worldly travels, and growing global following. To nurture and expand this 'tribe' of customers, CAMILLA looked for ways to broaden its marketing reach and adopted an affiliate program to promote products via international publishers and partners, who had existing reach in their key markets. In 2023, CAMILLA was looking for a global software and service that could support their expansion strategy. CAMILLA sought international reach, plus expert support for campaign ideation, execution, partner recruitment, and reporting, which the Partnerize team provided.

## The treatment.

In the time since, CAMILLA and Partnerize have built a transparent relationship that enables a strong understanding of CAMILLA's culture and ethos. Frequent collaborative meetings covering CAMILLA's trade, product launches and customer behavior, ensure that Partnerize's optimizations and partnership recommendations have been in synergy with the business. This deep understanding of the brand has resulted in local and international placements and partnerships that meets their audience where they are, at the right time, with the right promotional or brand message. This dedicated support allows CAMILLA to focus on growing their business while Partnerize manages their affiliate program. CAMILLA's affiliate strategy emphasizes customer acquisition and brand awareness in the US and UK. They prioritize content opportunities with premium global publishers to amplify their brand consistently with their luxury image. The diversified partner mix aligns with their campaign calendar, and dynamic reward structures for new, existing, and VIP customers helps to achieve revenue, customer acquisition and ROAS targets concurrently.



We brought our program to Partnerize to leverage the technology and expertise of their local services team on the ground in our key markets. Our partnership has allowed us to build a more robust affiliate program and partner mix with a balanced approach to retention and new customer acquisition. Tapping into the services team across the US and AU has helped us build global programs that are unique and fit for each market. Partnerize's dynamic commissioning and in-depth reporting capabilities, paired with the global services team have been invaluable in achieving our goals and benefiting our global media strategy.

- Emily Spinks, Performance Marketing Manager, CAMILLA



## The results.

Within 30 days of going live with Partnerize, CAMILLA was able to relaunch its program in three different countries, just in time for Black Friday. During migration, the CAMILLA team employed Partnerize's full suite of support with a dedicated onboarding specialist, customer success manager, integration manager, services manager and partner manager. This collective army of experts gave them an efficient and confident runway that got their program live within a month. Partnerize has supported CAMILLA's affiliate program to generate:

