

Client success story.

Clarks unlocks the value of content partner growth with Partnerize's Partner Management Platform and channel expertise



The goal.

Clarks sought a single-vendor solution that could support them in diversifying their program's partner makeup from that of their legacy affiliate network. Specifically, Clarks needed to optimize content creators - partners known for expanding reach and driving new customers - and leverage a team of service experts skilled in maximizing the value of diverse partnerships.

The approach.

Clarks departed the legacy network model in favor of Partnerize's Partner Management Platform to leverage a combination of innovative technology and service expertise and power revenue growth through a diversified ecosystem of partners. Aware of Clarks' desire to expand their consumer reach and target new customers, Partnerize's service team tapped their relationship with content partner BuzzFeed and implemented dynamic commissioning rules to protect margins on discounted products.



24%

month-over-month revenue growth for content partner types due to the BuzzFeed exposure



44%

spend recuperated by implementing dynamic commissioning structures



17K

incremental site visits generated

The solution.

The Partnership Management Platform's spend allocation capabilities proved to Clarks that eliminating reliance on last-click publisher partners without sacrificing revenue is possible with the right tools and service, specifically with the results of a social optimization syndicated by BuzzFeed during a 14-day period in July 2020.



Content partners are a critical piece of performance marketing, but require technology that appropriately compensates them for their role in the consumer journey as well as an experienced management team to drive mutually beneficial results. Partnerize's dynamic payment capabilities put us in control of our commission payouts without sacrificing the revenue and new customer potential driven by a content partner like BuzzFeed – results we wouldn't have been able to achieve with our previous partnership management provider.

Gian Casimiro,
Director, Performance Marketing

Clarks

