

Client success story.

Everlane reaches beyond last-click affiliate metrics to acquire high-value customers and scale growth.



The challenge.

Forward thinking, digitally-native brand, Everlane built upon their success by making it a mission to share stories with their audience and this approach transcends into affiliate marketing. They believe there is much to tap beyond last-click. Namely, content publishers who are mastered at the art of storytelling. With limited resources, yet a need to grow their business via high-value customer acquisition at a reasonable cost, Everlane needed a scalable means to drive revenue and an integrated, comprehensive affiliate platform to automate the traditionally tedious tasks of managing an affiliate program.

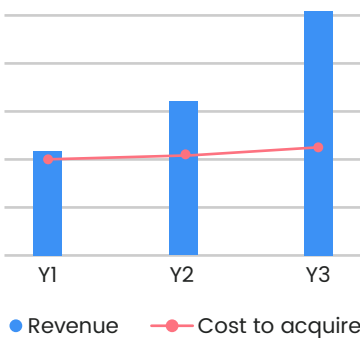
The strategy.

Tapping into recruitment capabilities via Discover, they were able to think beyond the traditionally relevant last-click metrics of affiliate and connect and engage with the publishers necessary to get the job done. They stopped thinking of affiliate only as a last-click/coupon channel and started using it to reach content partners that have highly-engaged consumer audiences.

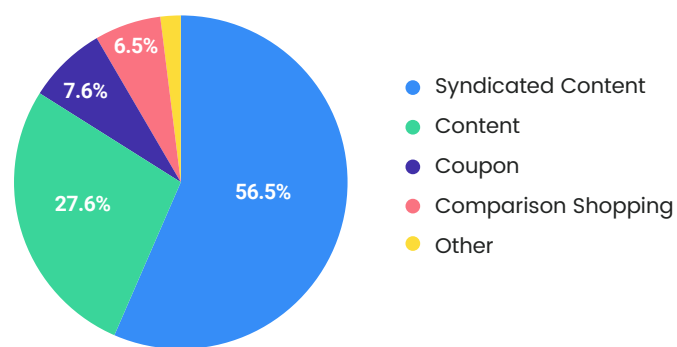
The results.

By implementing a solid publisher diversification strategy, they achieved:

Revenue growth relative to spend



Revenue by publisher type



EVERLANE

The Partnerize platform was built for DTC marketers like us. It automates the historically time-consuming jobs of affiliate marketing and enables us to maximize how we leverage the affiliate channel.

- Loren Simon, Head of Digital at Everlane

