



Client success story.

## Fender Improves Customer Lifetime Value Through Non-Traditional Partnerships with Unique Reward Structures



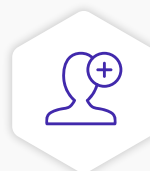
### Pain point.

Fender's objective was to grow their customer acquisition and retention efforts beyond traditional last-click partners. However, this wasn't possible with their legacy affiliate network solution as their technology stymied the brand from cultivating the right partnerships due to antiquated commissioning features and limited data views.

They migrated to Partnerize because of the technology platform's flexibility that enabled them to reward partners for customer lifetime value (trial-to-subscription) for their Fender Play guitar lessons mobile app. This program would also offer superior data collection and would appeal to non-traditional partners such as in-store guitar retailers.

### Solution.

- The Partnerize API gave Fender the ability to gather comprehensive and real-time data collection, along with lifetime value tracking.
- Fender incorporated non-traditional partners like Guitar Center to drive mobile app sign-ups following the purchase of a Fender product.
- Fender leveraged advanced optimization and flexible commissioning structures to incent partners to drive customer lifetime value, rewarding them for monthly subscription renewals and for longer-term customer retention goals.



# 34%

conversion rate increase  
(trial-to-subscription)



# 05%

increase in conversion rates for the  
affiliate channel, compared to a  
1.7% for organic channels other than  
direct traffic



# 12K+

new customer program  
free trial signups



We aren't just building an affiliate program. We are building a community of businesses that are equally passionate about the rewarding experience that learning an instrument provides

Ethan Kaplan, General Manager, Fender Digital

