

Client success story.

Underneath it all: Kat the Label's strategic affiliate wins with Partnerize

Founded in Melbourne, Australia, in 2015, [Kat the Label](#) is renowned for their elevated, ultra-feminine lingerie. With an ever-growing loyal customer base nationwide, the brand has set its sights on conquering the US market, with affiliates being key to this strategy.



The set up.

Before joining Partnerize in 2022, Kat The Label was new to affiliate marketing but had an extensive influencer program that had delivered measurable results. To kick off their program successfully, the team enlisted the support of Partnerize's services team for three months, during which they set out specific goals to set them up for success. These goals included:

- Increasing their new customer acquisition.
- Diversifying their partner network to include a healthy mix of cashback, loyalty, rewards, shopping and content partners.

The treatment.

To support their goal of new customer acquisition, Kat the Label strategically applied a lower commission rate for existing customers, freeing up dollars to reward new customer growth. In conjunction with this strategy, they leveraged tools such as Suppressed Code to keep the channel efficient, saving 20% on paid commissions while driving 61% conversions and 70% of the total revenue from new customers since launching their program.

Tapping into the existing success of their influencer network, Kat the Label has been able to discover and analyze influencers that align perfectly with their brand, and deliver to their commercial objectives, notably resulting in one of their influencer partners becoming one of their top revenue drivers within their program.

With Partnerize, they have been able to diversify their partner network to an impressive 75 partners, working now across a range of types such as content, reviews, cashback/loyalty, coupons, buy-now-pay-later (BNPL).

Partnerize has been an essential partner in supporting our affiliate program, particularly during the crucial early stages of its implementation. The results from our partnerships have exceeded our expectations, and the channel is now a key component of our marketing strategy, significantly contributing to our customer acquisition and revenue objectives.

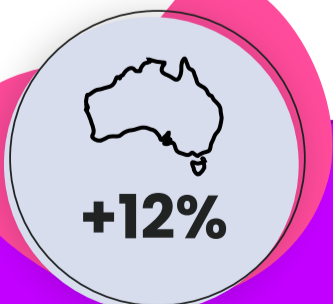
Anna Metcalfe,
Head of Marketing and Growth at Kat the Label

The results.

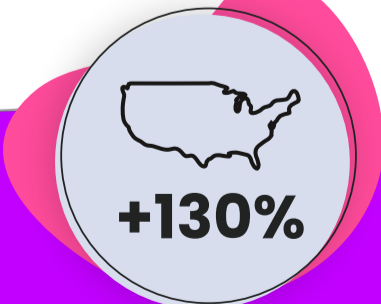
Since launching its affiliate program, Kat the Label has grown significantly, driving market awareness and revenue. The program now contributes 8% of total revenue in Australia and 5% in the US—a strong benchmark for a new-to-channel advertiser. With dedicated onboarding and a dynamic commissioning strategy, the brand saw impressive results within the first three months:

- 70% of total conversions came from new customers.
- Over 40% of the partners that joined the AU Program were already driving conversions for Kat the Label. Three of which remain the brand's top revenue-driving partners.

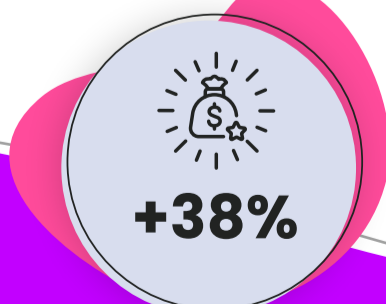
Since launch, Kat the Label has experienced in the affiliate channel:



YoY revenue growth
in AU.



YoY revenue growth in
the US.



YoY overall revenue
growth.