

Client success story.

D2C Pact reaches, engages and converts with the perfect-fit affiliate solution



The challenge.

True to the form of traditional D2C brands, it's imperative that sustainable clothing outfitter, Pact, reaches, engages and converts with the perfect-fit audience. Sounds simple enough on its face, yet the task to engage exclusively with high-value customers who are also true brand ambassadors, can prove challenging.

The strategy.

Leveraging just the right-fit publisher relationships is something both affiliate and Partnerize are well-known for. Our recommendation to diversify these relationships by working with content partners and sub-affiliates, ensures a well-rounded approach to diversification and provides that critical just-the-right-fit audience reach that's non-negotiable for Pact. And while happy with their affiliate successes, Pact realized they lacked the internal bandwidth necessary to catapult their affiliate strategy to the next level and they moved over to a fully-managed program structure.

The results.

Under full-service management, Pact is implementing Preferred Publisher and conducting an ongoing test with Business Insider. Results are decidedly positive, and they have enabled most of the attribution settings as well as Dynamic Commissioning to incentivize for new customers. With an overall 10:1 ROAS, Pact looks forward to much success with Partnerize.