



Client success story.

Partnerize Discover expands partnership opportunities for D2C brand Sakara Life



The goal.

Sakara Life, an organic, plant-based meal delivery program and wellness brand, transitioned to the Partnerize Partnership Management Platform from their legacy affiliate network in favor of solutions that give them necessary flexibility to find and optimize a diverse collection of partners. To effectively execute their 2020 partner strategy, Sakara needed functionality that allowed them to easily identify and recruit prospective partners and quantify their partner acquisition efforts. Additionally, the brand needed relevant analytics and commissioning flexibility to ensure their investment with new partners would yield higher customer lifetime value and incremental revenue.



Sakara migrated to Partnerize specifically because they're the only technology solutions provider that offers a comprehensive suite of partner discovery, recruitment, optimization, payment – and brand safety capabilities—all in a single affiliate platform,” said Erica Schwed, Sales and Partnerships Manager at Sakara.

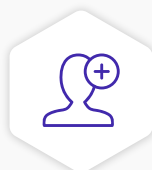
“Partnerize gives us control of the entire partnership lifecycle and that’s paramount to Sakara

Erica Schwed, Sales and Partnerships Manager at Sakara



The results.

Sakara tapped the Partnership Management Platform to uncover and activate new, right-fit partnerships. Specifically, the brand leveraged Discover’s recruitment dashboard and partner reach insights to optimize business outcomes in *Q1 2020:



65%

of newly recruited partners
are click-active



42%

of newly recruited partners
are revenue-active



21%

of total revenue-active
partnerships