

Client success story.

Sprint & Boost Mobile Abandon Legacy Network in Favor of SaaS Solution to Drive Affiliate Growth



Pain point.

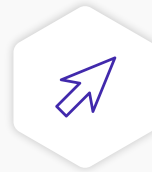
Sprint was seeking to update its approach to the affiliate channel for both its Sprint Consumer and prepaid Boost Mobile businesses. Previously on a legacy network, Sprint's channel growth was inhibited by inefficient manual workflows, data opacity and a pricing model that offered limited predictability. Sprint's affiliate channel was already a successful contributor to the overall mix, but growth had recently plateaued.

Solution.

- With a fixed-fee pricing model, Sprint was able to grow the channel across new and existing partners to unprecedented levels.
- Sprint was able to analyze and commission on more granular data to optimize their program--something previously unachievable with their former provider.
- Through a combination of technology and service support, Sprint was able to streamline partner communication and lessen manual tasks and workloads.



+513%
conversion growth YoY



+79%
Increase in clicks YoY



Significant channel cost savings and improved partner relationships



By working with Partnerize and taking a more proactive and data-driven approach to the category, we have driven strong improvements in sales and growth rates. This has enabled us to extend our focus of innovation into this high-growth sales channel.

Kristy LoSapio, Sprint Manager of Affiliate Marketing

