

Client success story.

## Partnerize and Silverbean enable M.J. Bale to increase partnership revenue by 185%.



With the flexible commissioning and advanced partner recruitment of Partnerize, alongside the award-winning support of leading agency Silverbean, M.J. Bale was able to achieve partnership success.

### Challenge.

M.J. Bale is a premium male fashion brand, and a renowned Australian brand, producing clothes with integrity for men with character. While M.J. Bale understood the value affiliate partners could drive for the business, their existing channel performance was not hitting target and channel revenue was concentrated on a small group of last-click publisher partners. They selected the Partnerize technology alongside the support of specialist agency Silverbean to help them unlock the true potential from their partnership program.

Pandemic aside, M.J. Bale knew it needed to diversify its partner portfolio, and execute on its strategy more effectively to achieve revenue and growth targets. However, when the COVID-19 pandemic hit, M.J. Bale had to quickly adapt business objectives, and for logistical reasons, had to prioritise particular products and SKUs, and needed partnership technology to be able to support that strategy.



Silverbean's industry knowledge, and innovative strategies have utilised Partnerize to ensure we are achieving exponential growth from our partners.

M.J. Bale



### Strategy.

- Implement more flexible commissioning to incentivize partners towards target SKUs and product categories.
- Diversify its partner mix utilizing Partnerize's Partner Discovery Tool ensuring an even mix of partners across the customer journey - Silverbean was able to implement its tiered publisher approach and find partners to fit each tier through the Partner Discovery Tool.
- Leverage the channel to support wider business objectives, such as incentivizing sales of overstock items, without discounting. This was particularly important during COVID-19 when stock levels were lower.
- Put profitability at the center of its partnerships, by optimizing individual affiliates to maximize the performance from each.



Through providing a best-in-class strategy on a world class technology, Silverbean & Partnerize's partnership really pushes the boundaries on traditional definitions of affiliate and partner marketing. Aligning strategy and tech with wider business objectives, partnerships becomes a very powerful driver for business success.

Annabel Gray, Associate Director Australia at Silverbean



### Results.



# 185%

increase in  
channel revenue YoY



# 384%

increase in  
transactions YoY



# 743%

uplift in  
target SKU sales YoY