

Client success story.

For fashion e-commerce retailer THE ICONIC, in-house partner marketing is a perfect fit.

THE ICONIC

THE ICONIC is Australia's leading online destination for fashion and sportswear, selling products from over 700 Australian and international brands. THE ICONIC manages direct relationships with most of their marketing partners in-house, but sought a way to work with all of their partners on a more sophisticated and technically advanced platform that provided in-depth performance data and didn't charge a network fee for their services.

**20%
Revenue
increase**

Since Migrating to Partnerize

**Real-time
insights**

became an integral part
of their strategy

**Improved
partner
interaction**

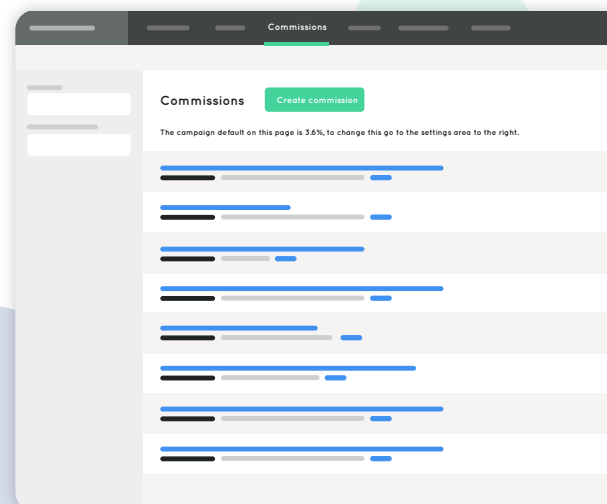
by providing transparency



THE ICONIC

"Partnerize has been an important part of the evolution of our Affiliate Marketing program, helping to facilitate strong relationships with key partners. As a direct result of our work together, we've seen a significant uplift in revenue of over 20% since implementation."

Adam Jacobs,
Managing Director & Co-Founder,
THE ICONIC



A seamless migration.

Working closely with THE ICONIC, Partnerize took steps to ensure that there were no major issues with the migration, both for THE ICONIC and its partners:



A clear timeline.

Partnerize provided a clear timeline to THE ICONIC that covered each step of the process and ensured a smooth migration plan.



Every step of the way.

Partnerize provided assistance through each step and was available for questions and advice – both from a technical and best-practice point of view.

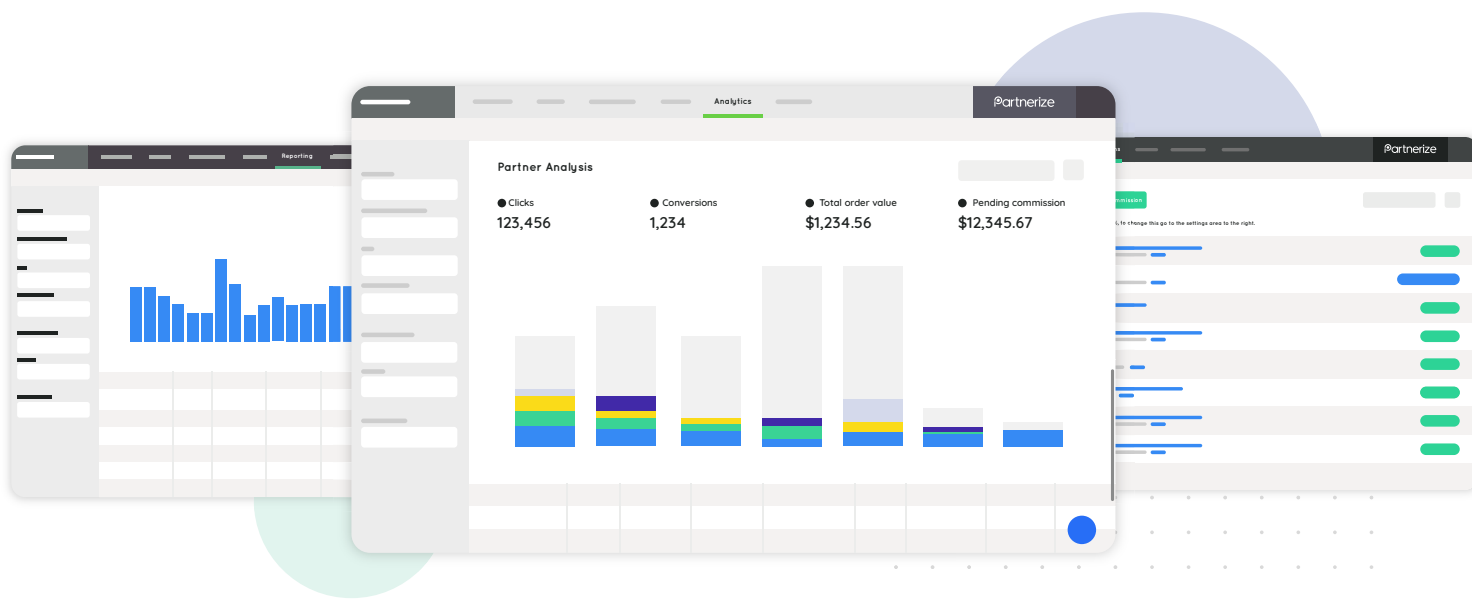


Partner communications.

Partnerize provided advice about communicating to partners to give each partner enough time to prepare, as well as assisting partners with the migration process.

A single dashboard with multiple insights.

Partnerize has given THE ICONIC the solution it was seeking to best optimise its affiliate program and drive its own margins and growth. It has provided a platform where THE ICONIC's Affiliate Manager can see all partner performance in real-time, and on a single dashboard, to evaluate campaign performance, weekly and seasonal trends, and see what their partner's customers are actually buying.



Partnerize helps the world's leading brands build powerful business partnerships that drive extraordinary business growth. The Partnerize Partner Management Platform (PMP) is an end-to-end, SaaS-based solution for forming, managing, analyzing, and predicting the future results of partner marketing programs using artificial intelligence. Hundreds of the world's largest brands leverage our real-time technology to manage more than \$6B in partner programs and financial exchanges across 214+ countries and territories worldwide. To learn more about Partnerize and partner marketing, visit partnerize.com.

