

# BARK=BOX

Founded by a team of "crazy dog people", Barkbox is a monthly subscription of quality treats, toys and happiness for dogs and the people who love them.



## Goal

Barkbox had been partnering with animal shelters across the U.S. and Canada to sell their subscription boxes to new puppy parents, with commissions helping to fund these rescue organizations. The program was a hit, but managing communication and logistics for thousands of independent, volunteer-run organizations -- not to mention writing each one a check every quarter -- was a time-consuming proposition. It was a bit like, well, herding cats!

## Outcome

Given the complexity of the program, the affiliate marketing team at Barkbox decided to run the entire initiative through the Impact platform. Payouts are automated which saves Barkbox time, and participating shelters can track the funds they've raised in real-time. And while the program is certainly good news for dogs, it's worked out for Barkbox, too. In fact, one of the participating organizations, Stray from the Heart, has become one of the company's top ten highest-performing partners. Now that's something to bark about.

**400+**

Onboarding  
shelters

**↑32%**

YoY program-wide  
revenue on  
National Dog Day

**\$96k**

Donated to rescue  
organizations

*" We're excited about the impact our shelter program has had. Impact makes it incredibly easy to onboard and set up new shelters and rescues with our creative assets. The time we save from automated tracking and payouts is an absolute game changer."*

- Kirk Hausman, Affiliate Marketing Manager