



SHIPT

Founded on the mission of simplifying lives, Shipt serves members, shoppers, and communities by offering the convenience and freedom of a subscription-based grocery delivery service.



Goal

Looking to expand their audience, Shipt decided to build a partner marketing program from the ground up. As a subscription-based company, they were particularly interested in tapping into new audiences and acquiring new customers, and they wanted a platform that would let them track and manage the strategic partnerships created by their Business Development team without the hassle of doing it all manually.

Outcome

Despite being new to partner marketing, Shipt wasted little time ramping up and quickly began using Radius to track their partnerships with other brands, like meal planning services, healthcare companies, and corporate benefits providers. By tracking the subscriptions generated by those partnerships, they were able to continually monitor the value of each partnership. This let their Business Development team focus on finding new partners, while the partner management team could handle the tracking and growth of those partnerships scalably on Radius.

In addition, they drastically reduced cost per acquisition by paying partners for the true value they generated, rather than just for the initial action. They began paying out a small amount for free trial signups, with a larger payout if the same customer ended up purchasing a subscription.

“Our partner program has quickly grown into an important source of new customers for Shipt. We’re especially pleased with how easy Radius makes it to manage and grow the unique partnerships our biz dev team brings in.”

— Ian Diament, Growth Manager



SHIPT

+65%

QoQ partner program
revenue increase

70%

Lower partner
program CPA vs
other direct
response channels