

How WITHIN and Corkcicle achieved 178% more affiliate revenue growth

Situation

Limited pool of partners

Corkcicle is a lifestyle and consumer brand focused on hydration that leverages ecommerce platform Shopify to manage its online store. Although initially hesitant about starting an affiliate program for fear of attracting low-quality customers, Corkcicle decided to pursue the affiliate channel to help drive traffic and fuel revenue growth.

After launching its program, Corkcicle realized its customer acquisition and affiliate performance was being hindered by a modest partner network with scant content partnership opportunities.

Corkcicle’s partnerships team knew there was much more affiliate revenue potential, so they sought to optimize its affiliate program by diversifying channel revenue share and expanding its customer base.

About Corkcicle

Corkcicle designs “cool” products that insulate your favorite food and beverages and elevate your every day. Its growing line of premium drinkware, coolers, and barware products are fueled by innovative design and social responsibility — inspired by a commitment to complement personal style while at the same time reducing personal impact on the planet.



“We were able to layer on WITHIN's proprietary content strategies along with impact.com's technology solutions to create massive program growth with very strong efficiency and ROAS for Corkcicle. By using best in class technology and strategy, we have a program that is still scaling, and effectively and efficiently delivering on the client's OKRs.”



Kate Mueller
Director of Affiliate
WITHIN

Solution

A strategy designed for scale and a platform optimized for enhanced partner discovery

Corkcicle tapped its digital marketing partner, WITHIN, to optimize its affiliate program and ramp up customer acquisition efforts.

Since September 2020, WITHIN has managed Corkcicle's integrated media channels. Two elements have been key to WITHIN's strategy:

- A content strategy to appeal to consumers at all stages of the purchase decision funnel to help drive revenue
- Multichannel budget allocation to ensure investment in the best incremental opportunities

WITHIN's first objective for Corkcicle was to move the company's entire affiliate program to impact.com's partnership management platform. This move enabled the company to not just expand its pool of potential content partners, but also automate the company's full breadth of partnerships.

By using impact.com's partner discovery tool, WITHIN forged commerce content partnerships with premium publishing houses like Meredith. They also generated placement opportunities in gift guides for seasonal and holiday occasions.



Solution

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With a holistic approach to paid media budget allocation, WITHIN ensured that each dollar was spent effectively to yield the highest possible return for Corkcicle.

WITHIN leveraged impact.com's reporting in a variety of ways, including to:

- Identify the highest performing partners
- Demonstrate how they contributed to conversions across channels
- Use Partner Insights to hone its strategy even further

“The affiliate channel has become a fundamental part of Corkcicle’s marketing portfolio. It is the perfect complement to our other digital marketing efforts as it has expanded the prospecting reach while also driving people down the funnel.”



Amanda Nelson
Vice President of eCommerce
Corkcicle

10%

of overall ecommerce revenue

178%

QoQ affiliate channel growth

20%

increase in overall ROAS

Outcome

Optimizing the affiliate channel enabled channel and revenue growth

Proving that today's affiliate partnerships deliver quality customers, the affiliate channel became an integral part of Corkcicle's marketing portfolio, driving as much value as its best-performing channel, paid search. Ultimately, the affiliate channel played a vital role in expanding reach and also driving more prospects down the marketing funnel.

Key outcomes included:

- From the beginning of WITHIN's management in January through Q1, the affiliate channel doubled its share of total business revenue, up to 10% of total business revenue and increased overall ROAS by 20%.
- Revenue earned by the affiliate channel grew 178% quarter over quarter by the end of Q1 2021.

To learn more about how WITHIN can help grow your business in affiliate, influencer, paid social, search, lifecycle, and marketplaces through performance-driven creative, contact partnerships@within.co.

Want to achieve results like WITHIN and Corkcicle? | Contact grow@impact.com