

**JSHealth
Vitamins adds
a healthy dose
of partnerships
to boost ROAS
by more than
400%**



Situation

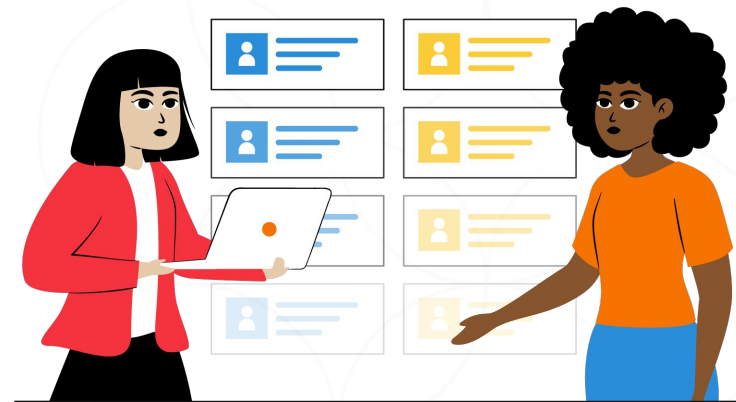
JSHealth Vitamins hit a growth plateau with traditional advertising and marketing channels

JSHealth Vitamins stands out in a multi-billion dollar health supplement industry by offering nutritionally formulated solutions that are evidence-backed and sustainably sourced. However, the vitamin powerhouse quickly recognized that affiliate partnerships were the missing supplement to its expansion, business growth, and success.

JSHealth Vitamins knew relying solely on paid advertising and traditional marketing would only get them so far regarding revenue generation and new customer acquisition.

The team sought a new and authentic way to build brand awareness and establish itself as a trusted product of choice against its competitors. Affiliate partnerships provided the perfect addition to JSHealth Vitamins' marketing strategy.

As a growing brand, the company wanted to tap into the power of affiliate partnerships as a hot, revenue-generating channel and was searching for an ideal partnership management software.



About

JSHealth Vitamins

Jessica Sepel founded JSHealth Vitamins in 2018. As a clinical nutritionist, Jessica provides expert advice alongside high-quality vitamins, supplements, haircare, and skincare products.

JSHealth Vitamins continues to expand, valued at [close to \\$600 million](#). Potential customers enjoy access to over 26,000 verified [customer reviews](#) on its site.

The JSHealth app offers hundreds of recipes, meal plans, meditations, and guides.



Solution

How JSHealth Vitamins drove growth with the right partnership management software

To see profitable results with affiliate partnerships, JSHealth Vitamins understood the importance of launching a partnership marketing program with the right management software. The team looked for a partnership management software that could help:

- Discover and recruit partners globally
- Manage setting up bespoke partner contracts, payouts, and incentives
- Provide flexibility and control over partnerships without too much human intervention
- Determine partner performance through granular reporting functionalities

With these requirements in mind, the team chose the impact.com platform to effectively manage the different stages of the partnership life cycle.



Solution (con't)

How JSHealth Vitamins drove growth with the right partnership management software

Bringing on more partners to cast a wider net into new audiences

The Discovery tool of the impact.com platform introduced the team to a dashboard of fully-vetted partners from various partner types. With impact.com's recommendations, JSHealth Vitamins connected with key partners, like Linkby, who remain integral to its program's success.

By tapping into impact.com's marketplace of global partners, the JSHealth Vitamins team recruited and onboarded a range of partners to help launch in four markets (Australia, Europe, the United Kingdom, and the United States) simultaneously.

Introducing a new product to a new audience requires establishing consumer trust, which partner types like content partners helped achieve. These partners developed JSHealth Vitamins' brand awareness and increased new customers.

Engaging partners through educational content increased performance

Through impact.com, JSHealth Vitamins could activate its partners to achieve performance goals by offering a streamlined process to provide updates on its best products and special offers.

Working closely with content partners like media publishers, the brand delivered information on their product range which helped publishers create in-depth, editorial content pieces like listicles.

Solution (*con't*)

How JSHealth Vitamins drove growth with the right partnership management software

The education stage plays a pivotal role in its customer journey, so empowering content partners with resources helped gain customer trust and gave the brand a competitive edge.

The JSHealth Vitamins team supplied cashback partners with discounts to drive sales. The impact.com platform provided complete control over the discounts, like setting caps to the payouts and allowed the brand to organize product-led Solus emails to the partner's 1.5m+ audience.

Rewarding top performers based on data analytics

With the impact.com platform's reporting functionality, detailed tracking, and actionable advice from support staff, JSHealth Vitamins could analyze performance to reward and incentivize partners.



Solution (con't)

How JSHealth Vitamins drove growth with the right partnership management software

The data also provided insights to optimize the partnership program.

The team awarded top-performing partners and identified partner types that brought the most incremental value by setting up tiered commission structures. Furthermore, by using impact.com's Payout using ShareID (URL) feature, the team could incentivize and award content partners more and keep coupon/deal sites on a lower payout — spotting the partner types to invest in that best aligns with business goals.

The JSHealth Vitamins team enjoyed the control over performance and revenue that the impact.com platform provided with features like Payout Restriction, which blocked payouts to partners pushing non-affiliate codes.



Outcome

Better recruitment and return on investment

By streamlining the management of partnerships, the team could capitalize on the benefits of the different partner types to yield impressive growth and overall success.

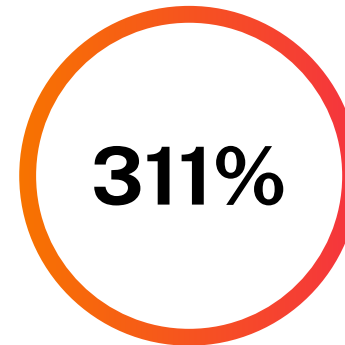
JSHealth Vitamins achieved the following results:

- The average monthly ROAS (return on ad spend) reached 410.90 percent.
- The average monthly ROI (return on investment) hit 310.90 percent.
- JSHealth Vitamins now partners with 193 active affiliates across four markets — EU, AU, US, and the UK.

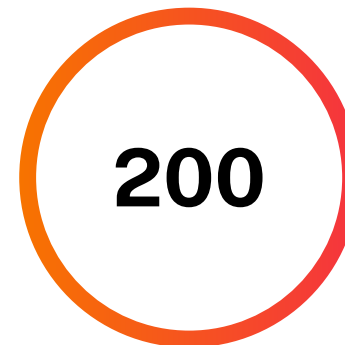
Contact grow@impact.com to harness the benefits of partnerships to boost revenue and drive growth.



return on ad spend



return on investment



active affiliates across four markets