

# Stash invests in partnerships and boosts leads by 52 percent



# Situation

## Looking for exponential growth

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As a growing brand, [Stash's](#) primary focus was looking for new ways to grow app subscriptions. The Stash team understood the benefits of maximizing affiliate partnerships to support its goals and achieve business growth.

However, Stash didn't have the resources and time to develop this channel leading to stagnant growth. The team needed a platform to help manage and optimize affiliate partnerships.

For Stash, the ideal partnership management platform needed to fulfill the following requirements:

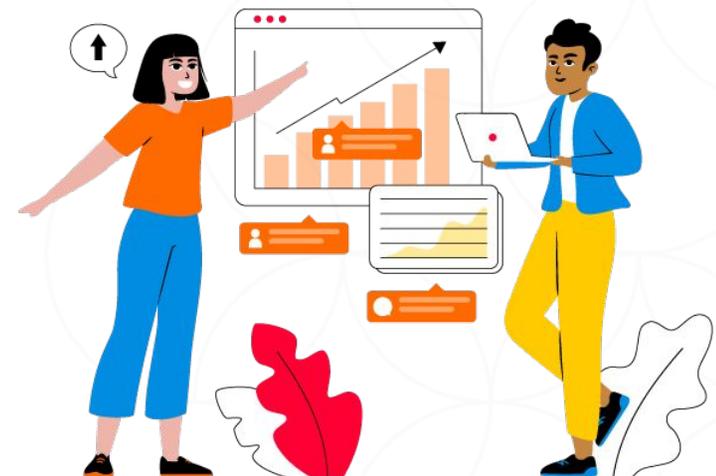
- Discover, recruit, and onboard new partners
- Engage existing partners
- Provide reporting tool to optimize partnerships

# About

## Stash

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Stash is a personal finance app that helps everyday Americans improve their financial life. From budgeting to saving for retirement, Stash unites investing and advice all in one app that helps over 6 million reach their financial goals — all for one low monthly price.



## Solution

### Optimizing and expanding partnerships

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With a renewed drive for improving subscriber numbers through partnerships, Stash cashed in on impact.com to grow its program.

Stash wanted to scale up its subscriber count in a short amount of time. So, with impact.com's platform underpinning their efforts, Stash's team took a dual approach:

- Drive growth by increasing volume and traffic from existing partners.
- Discover, recruit, and onboard new partners to expand Stash's network.

**As a powerful marketing channel, partnerships are a vital contributor to Stash's overall revenue goals**

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*Working with impact.com has allowed our affiliate program to grow exponentially – from their in-depth reporting tools to the access of different types of partners, impact.com has provided immense support for us to successfully scale while maintaining efficiency.*

**Kathryn Heidorn**  
Director, Growth Marketing  
Stash



## Solution (con't)

### Optimizing and expanding partnerships

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#### Assessing and enhancing partner performance for growth

Efficient spending played a crucial role in Stash's plan to scale up, emphasizing the importance of understanding which partners drove the highest quality leads. So, the team at Stash tapped into impact.com's granular reporting tools to track existing partners' performance and pinpoint the partners that drove the most value.

They explored other strategies, including testing placement offers with different partners to uncover which provided the most value. With refined offers and a more consistent incentive schedule, Stash built better relationships with top-performing partners.

Stash also accessed impact.com's massive marketplace with over 80,000 diverse partners.

Automated recruitment tools and streamlined onboarding workflows made bringing new partners much more straightforward.

#### Testing and improving messaging to drive traffic

Instead of relying on the same messaging across the board, Stash performed a full audit of its partner messaging. With impact.com's collaboration software, Stash's team updated and tested different messaging options in its content.

Through impact.com's granular tracking and reporting, Stash gained insight into customer engagement and drop-off rates to help examine and refine its content messaging. Stash quickly shared refreshed content with its partners based on the options that drove the best conversion rates.



## Solution (con't)

### Optimizing and expanding partnerships

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#### Spending less for better results

Stash used impact.com's reporting to find ways to save money while still scaling up. Stash moved the payout trigger from the top of the funnel to the bottom. This way, Stash was only paying for verified results — instead of first interactions. Thanks to impact.com's adjustable commission options, Stash could switch to a CPA basis and spend more efficiently. These options helped Stash increase its budget and invest more in partnerships over time.

With impact.com's platform, Stash could also export data into its own third-party analytics tool, helping it see a direct side-by-side comparison with other marketing efforts. With concrete evidence and metrics backing it up, Stash's partnership channel effectively contributed to company revenue and demonstrated the material impact on the brand's bottom line.

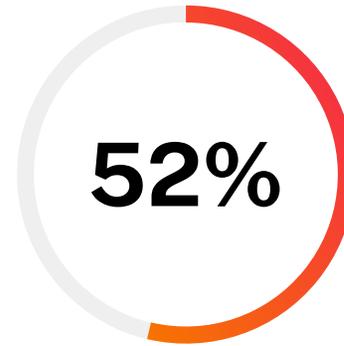
# Outcome

Putting money on partnerships to drive success

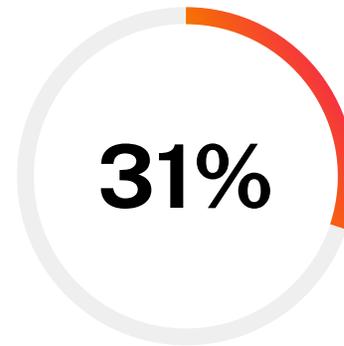
Since 2019, Stash has continued to grow and expand its partnership channel effectively. The team optimized existing partnerships while onboarding new partners — extending its network to reach its ideal audience. Stash aims to use impact.com's platforms to continue scaling its user base. As one of Stash's most efficient and powerful marketing channels, partnerships remain a vital contributor to its overall revenue goals.

From 2020 to 2021:

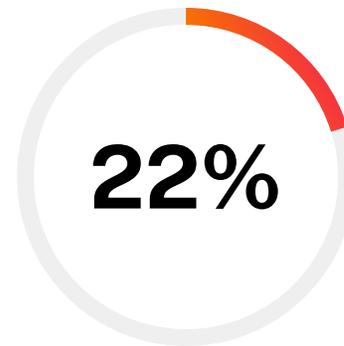
- 31 percent growth in new affiliate channel subscribers YoY
- 22 percent increase in traffic YoY
- 52 percent increase in Account Creates (leads) YoY



app subscriptions increase (YoY)



affiliate partner growth (YoY)



traffic boost (YoY)