



SharkNinja's new generation of partners drives 20% of revenue

Situation

An affiliate program that lacked teeth

SharkNinja's affiliate program was in a state of neglect before its digital agency, Reprise, began handling its partnerships in July of 2020.

Reprise's key goal for the relaunch was growth: To scale SharkNinja's program to bring in more revenue and drive greater awareness for new products. However, Reprise didn't want to simply throw money at the problem. SharkNinja's products had tight margins, so Reprise knew the best approach was to prioritize return on ad spend (ROAS), efficient growth, and optimization.

The Reprise team set about finding ways to optimize results from every new partner it added to the program.



About SharkNinja

SharkNinja is a relentless innovator in the housewares industry. The company's unwavering customer focus

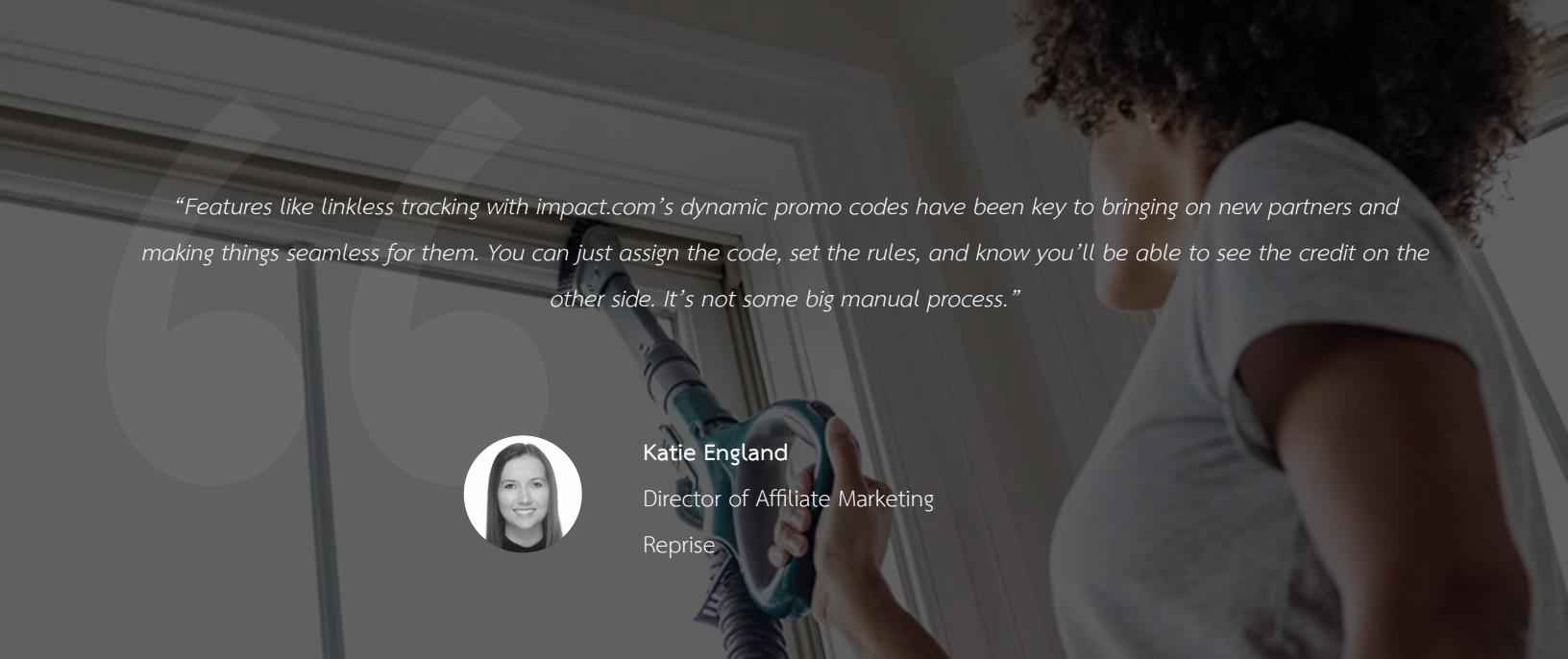
establishes Shark as one of the top vacuum cleaner brands and Ninja as a market leader in the kitchen category.



About Reprise

As the world's largest performance marketing network, Reprise offers a complete suite of crafts

designed to deliver customer-centric performance marketing.



“Features like linkless tracking with impact.com’s dynamic promo codes have been key to bringing on new partners and making things seamless for them. You can just assign the code, set the rules, and know you’ll be able to see the credit on the other side. It’s not some big manual process.”



Katie England

Director of Affiliate Marketing
Reprise

Solution

Diversify partner types to grow
partnerships program

Reprise looked to the impact.com platform, with its automated tools, clean interface, and self-service model, to ensure smooth operation and expansion of SharkNinja’s partnerships program. They tapped impact.com tools to effectively and efficiently find, engage, and incentivize a diversity of new partners.

Add new partners to the mix

The impact.com platform helped Reprise identify which new partner types could add value to SharkNinja’s partnerships program. The Reprise team brought in influencers through social channels, for example, by targeting brand advocates who were already talking about SharkNinja and inviting them to join as affiliates.

Reprise developed a partnerships growth plan for SharkNinja that ensured new partners could easily hit the ground running, stay engaged, and receive a reward for delivering value.

Discovery at scale

Reprise helped SharkNinja expand its partner horizons beyond coupon sites and traditional affiliates by building relationships with smaller content creators and niche audiences.



Solution

(con't)

With impact.com's [Discovery](#) solutions, Reprise could easily find and recruit smaller content partners aligned with the brand's message. Reprise also took advantage of the impact.com publisher team's seasonal partner recommendations to expand the SharkNinja roster, especially during big gift-giving holidays.

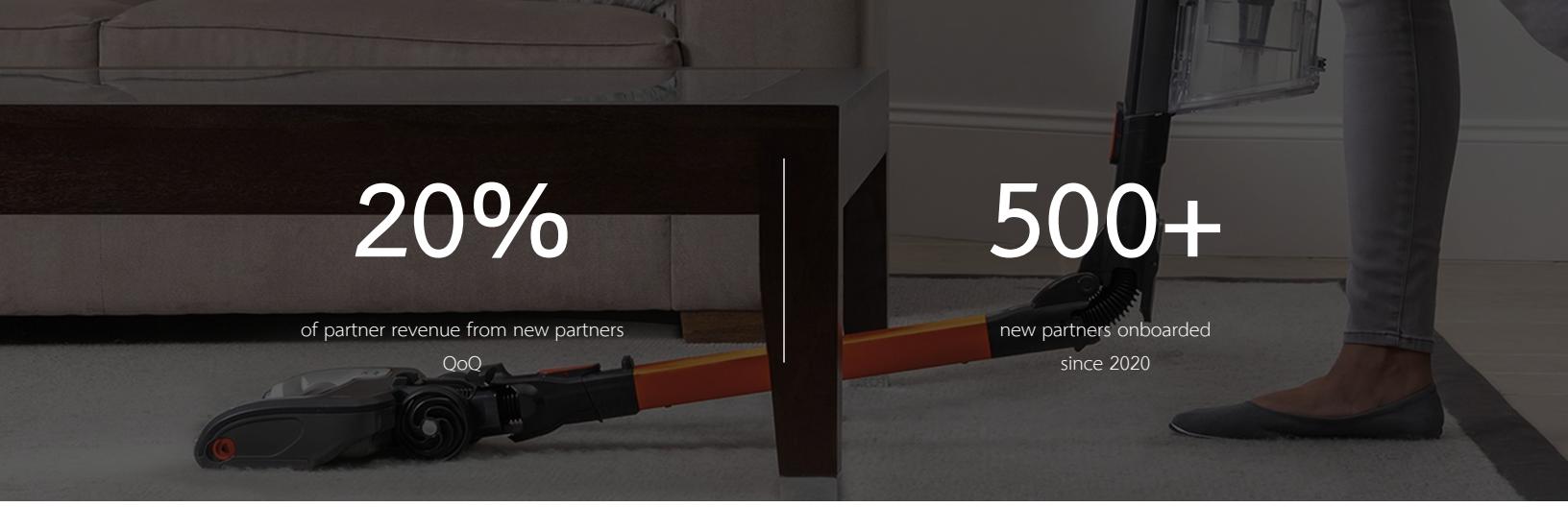
Simplify success

SharkNinja was also eager to tap into smaller partners and influencers to reach fresh audiences, especially to promote lesser-known products like its Shark™ hair dryers. The Reprise team opted to use impact.com's dynamic promo codes instead of link tracking to simplify earning commissions. It could assign a unique code for each partner and automatically credit the right creator for downstream sales.

The impact.com platform also made it easy for SharkNinja to offer tiered incentives, prioritize certain products (e.g., grills in the summer), or unlock flat fees once partners reached a certain sales threshold. Automated communications made ongoing engagement easy for Reprise to manage — and seamless for SharkNinja's partners.

Create long-term partnerships

Reprise also helped SharkNinja move from campaign-based partnerships to more long-term ambassadorships. For example, it added an affiliate element to its relationship with stylist and influencer Chloe Brown, with performance tiers to reward her for great content and sales volume.



20%

of partner revenue from new partners

QoQ

500+

new partners onboarded

since 2020

Outcome

New partners now pull in 20%
of partner revenue

By onboarding a fresh and diverse array of partners, simplifying tracking, and offering value-based incentives, Reprise helped SharkNinja dramatically boost its partnerships program's size, efficiency, and impact. The brand added more than 500 new partners in 20 months, and its newest partners became some of its biggest breadwinners, generating 20 percent of all partnerships revenue quarter over quarter (QoQ).

Want to create a high-performance partnerships program like SharkNinja did? Contact grow@impact.com today.

"Our program is still relatively new, and there are still so many different avenues that we haven't explored yet — like student and military discounts — things we've never done before. With Reprise and the impact.com platform, there's still a lot of opportunities for the program to grow."



Alessia Romeo

Senior Specialist, Affiliate Marketing
SharkNinja

Want to get results like SharkNinja? | Contact grow@impact.com