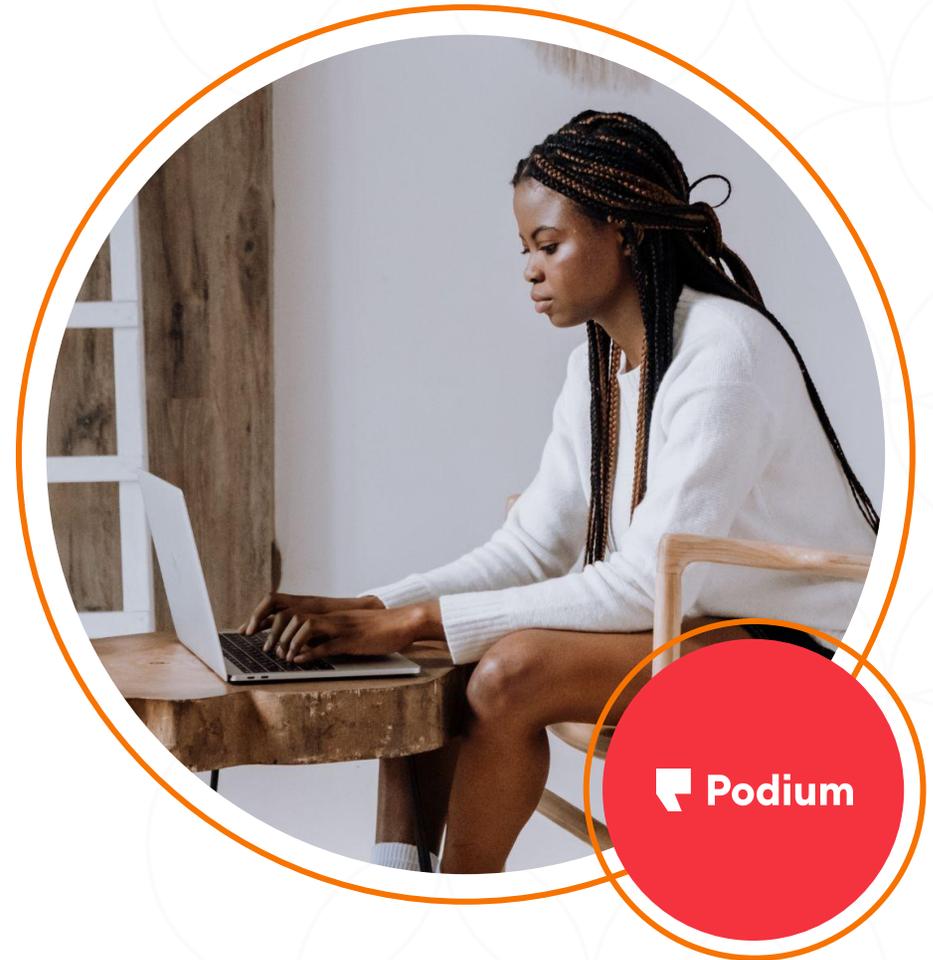


Podium
achieves **100%**
growth in ARR
year-over-year
with **impact.com**



Situation

Complex and costly affiliate management processes

Customer experience and relationships can make or break the success of a local business. Podium makes providing a memorable customer experience as easy as sending a text. The company wanted to apply that same efficiency to its affiliate partnership management. But the team's one-on-one manual process of recruiting, onboarding, optimizing, and paying partners was creating a disjointed, complex, and costly operation that was difficult to scale.

Podium makes providing a memorable customer experience as easy as sending a text.

Podium wanted to develop custom affiliate contracts and marketing content that aligned with affiliates' unique brands and audience needs. However, getting the appropriate approvals and buy-in from different departments was time-consuming and expensive. The company's outdated and complicated affiliate management process was challenging for both the internal Podium team and its partners.

Situation

Complex and costly affiliate management processes

Podium set out to create a true win-win experience by optimizing its partnership management process without compromising flexibility.

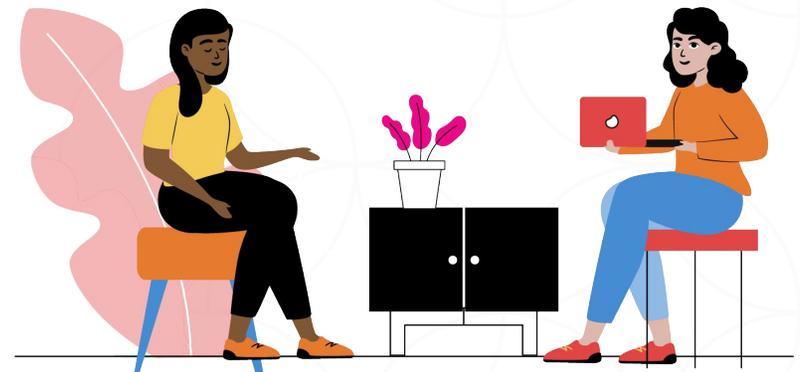
The company's goals were to:

- Accelerate and streamline recruiting, and onboarding of affiliate partners with automation
- Eliminate redundancy and limit vendor subscriptions using consolidated tracking and reporting systems.
- Streamline correspondence between affiliates and the finance team using simplified invoicing and payment processing.

About

Podium

Podium helps audiences find local businesses online to generate new leads, convert prospects, and retain customers. Over 150,000 local businesses depend on Podium to modernize their customer communications, acquire new reviews, send SMS marketing campaigns, and process payments through one inbox.



Solution

Automate and consolidate with the flexibility to scale

Podium used the impact.com Partnership management platform to automate, consolidate, and manage its growing affiliate network while achieving scale.

With impact.com, Podium welcomed new partners more efficiently and saved time throughout the recruiting, and onboarding process. They used templates to customize terms and agreements to match the individual needs of each new partner without adding extra work for the legal department.

“

Impact.com's powerful tools have been invaluable for modernizing our program, facilitating key performance partnerships, and helping scale our affiliate channel.

Todd Bloch

Partnerships & Affiliate
Marketing at Podium





Solution (con't)

Automate and consolidate with the flexibility to scale

Podium tapped into impact.com's flexible tracking capabilities to test new print and digital marketing campaigns that aligned with its clients' existing strategy, including QR codes, and vanity URLs. Podium could easily track referrals without compromising its partner brand integrity.

Podium consolidated into one analytics and reporting view to easily share and update affiliates without the risk of redundancy or missing information. The team was able to eliminate single-use vendors, such as data and reporting analytics vendors to further cut costs.

Outcome

By automating and tracking its partnerships, Podium saw a dramatic increase in the contribution partnerships made to its revenue growth and program scale.

impact.com's all-in-one approach to partnership management helped Podium:

- Reach a \$1M+ program in a period of 8 months
- Grow from 15 affiliate partners to 180 affiliate partners
- Achieve 100% growth in ARR YoY with impact.com
- Decrease customer acquisition costs by 37%



\$1M+

Reach a \$1M+ program in a period of 8 months



100%

Achieve 100% growth in ARR YoY with impact.com



<37%

Decrease customer acquisition costs by 37%