

Mizzen+Main teamed up with MERGE to **boost** **partnerships** **revenue by 75%** **YoY**



Situation

Struggling to capitalize on the perfect fit

Mizzen+Main built its success on performance wear and offers a wide range of men's clothing both in-store and online.

The company was already using impact.com's purpose-built software and tools to expand past what traditional marketing strategies achieved. Mizzen+Main worked with an agency that didn't fully utilize the platform's capabilities. Without the proper support, its partnership channel struggle — and the team missed out on a growth opportunity.

In mid-2021, they teamed up with MERGE, an agency that blends storytelling with technology. MERGE introduced new features inside impact.com to revitalize and optimize the retailer's partnerships channel. Once they dug in, the team realized they were faced with three key challenges:

1. **Mizzen+Main's partner portfolio needed more diversity and depth.** The teams wanted to connect with high-value and incremental partners that resonated with the brand's style and values.
2. **Mizzen+Main used a flat rate commission payment model,** which set commissions at rigid levels, limiting flexibility and customization. Optimization proved difficult when they couldn't reward partners based on the value they brought to the company.
3. **The brand missed out on vital performance metrics to inform future growth decisions.** Real growth could only happen with an accurate, live, and scalable view of the partnership channel.

About

Mizzen+Main

Mizzen+Main is an American clothing company launched in 2012, specializing in performance menswear. With style and comfort as top priorities, their product catalog includes performance fabric dress shirts, polos, flannels, pullovers, joggers, chinos, jackets, vests, and blazers.

MERGE

MERGE is a marketing agency that brings powerful storytelling together with state-of-the-art technology. Clients access full-service marketing and technology resources, including strategy, creative communications, expert support, engineering, performance marketing, media, digital platform development, and more.



Solution

Tailoring their partnerships strategy

After bringing MERGE on board, Mizzen+Main's team went all in with impact.com's partnership management platform. Using impact.com's recruitment, contracting, automation, and reporting tools, the agency set out to address the clothing brand's main concerns and find key solutions.

Diverse partnerships

MERGE utilized impact.com's marketplace and discovery tools to find more compatible partners, reaching out and connecting with content creators, publishers, and influencers from a wide search pool. These potential partners were filtered through the platform's system, finding the right fit for the brand's style, values, and ideal customer base.

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MERGE's strategic approach and impact.com's robust technology allowed us to quickly expand our partnerships and grow strong relationships with content and loyalty partners. They have been able to build a robust and diverse group of partnerships for us and deliver high performance as we continue to build out our partner program.

Bethany Muths
Chief Marketing &
Customer Officer
Mizzen + Main



Solution (*cont.*)

Tailoring their partnerships strategy

The team started collaborations with brand awareness partners, creating an introduction to their target audience on a large scale. They've since expanded their partner mix to include:

- Mass media outlets
- Male-focused content blogs
- Creators across different platforms
- Successful influencers

Content and loyalty partners started driving significant growth, with traffic coming from key publishers, including Cartera, Capital, Rakuten, and more. The brand now works closely with influencer networks like LTK. A more varied and diverse partner portfolio drove reach and growth across the board.

Solution (cont.)

Tailoring their partnerships strategy

Dynamic payments

After being held back by flat rate payments, the team took full advantage of impact.com's flexible commission options. Contracting and payment features made onboarding new clients fast and easy, as well as optimizing ongoing partnership agreements. Each partner type — content, loyalty, or influencer — also received specific coupon codes using impact.com's unique code creation tool. The promo code creation/management functionality allowed the team to set specific terms to avoid coupon leaks.

Mizzen+Main also offered a three percent commission boost for partners using dynamic payments, encouraging more people to leave rigid commission plans behind. These flexible payment options empowered the business to make the most of each partnership, meeting the specific need in each situation. That way, everyone involved could bring their A-game.



Solution (cont.)

Tailoring their partnerships strategy

In-depth reporting

By tapping into impact.com's granular reporting features, the MERGE team could analyze conversions, clicks, engagement, sources, and general performance, to recognize key partners and boost traffic overall. These reports also highlighted which content pieces drove the most revenue, leading to a 10 percent commission increase for top-performing partners.

MERGE worked with Mizzen+Main to bring their partnership vision to reality, leaning on impact.com for each step. With these powerful platform tools, their team found the perfect solution going forward.



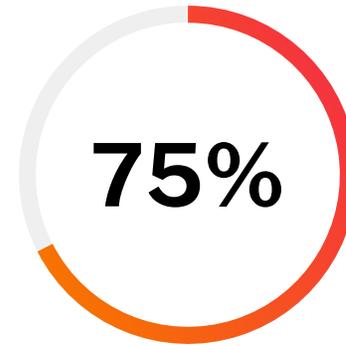
Outcome

Creating a thriving partnership catalog

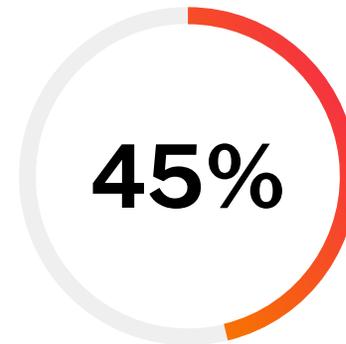
Since working with MERGE to tap into impact.com’s full partnership management platform, Mizzen+Main surpassed its projected growth goals. The team added 22 new active partners in that timeframe, reaching customers across a wider audience.

Mizzen+Main’s team raised their content cost-per-acquisition (CPA) to 20 percent for some partners early in 2022. After that, they had affiliate inclusions in content published on Forbes.com, GearPatrol, Insider.com, and Men’s Journal that continue to raise revenue and traffic numbers.

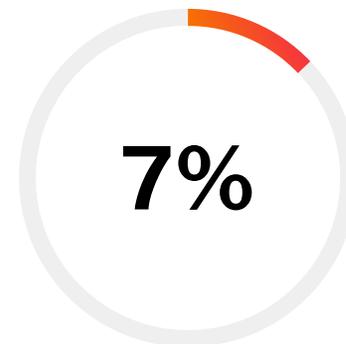
Loyalty partner, Capital One added an integration allowing brand access for all cardholders. After raising the CPA, Capital One users could earn cashback directly with Mizzen+Main, boosting brand incentives and visibility for a huge new customer base.



YoY revenue growth



clicks increase



conversion rates boost