



Lenovo partnerships go from zero to hero in Thailand

Situation

Hit the ground running in a new market

Lenovo works with Impact in many countries across the world to acquire new customers and grow revenue. The partnership channel was thus a key part of their strategy when they launched in Thailand in April of 2020, and they hoped to replicate their global success.

Their main goal was to create a local affiliate program that would drive traffic and ecommerce sales, especially for the LenovoPRO offering.



About Lenovo

Lenovo is one of the world's leading personal technology companies, producing innovative PCs and mobile internet devices. Now #286 on the Fortune 500 list, Lenovo is the world's largest PC vendor and fourth-largest smartphone company. As a global company, market expansion is a key part of their agenda as they explore new territories to sell their products and services.

“The Impact team has been a core part of our success in launching a completely new channel in a brand new market. The results speak for themselves — we have been very impressed with the performance of our program so far. We’re really excited to expand our partner base and work with more local content creators and influencers to drive even more growth and new customers for our business.”



Manni Sriwongmas
eCommerce Lead
Lenovo Thailand

Solution

**Onboard fast,
motivate
strategically**

Prior to setting up this new channel, the Lenovo team reviewed partnership examples and best practices from their other markets in Southeast Asia, especially Singapore, to identify key findings and winning strategies that would help make this local program successful.

As affiliate and partnership marketing is still relatively new in Thailand, market education was a big focus for the local team to show potential partners the value of this channel. They leaned on the Impact customer success team to help with partner discovery and recruitment to expand their partner base and kickstart their program.

One feature the team was particularly excited about was Impact’s dynamic commissioning solution. It allowed Lenovo to set up different commission rates for partners and incentivize them to promote certain products.

For example, a list of product SKU codes was uploaded into the Impact platform, and Lenovo assigned higher commission rates for laptop accessories to push partners to promote these with every laptop purchase via their site (e.g., 10% commission for accessories vs. 5% for computers).



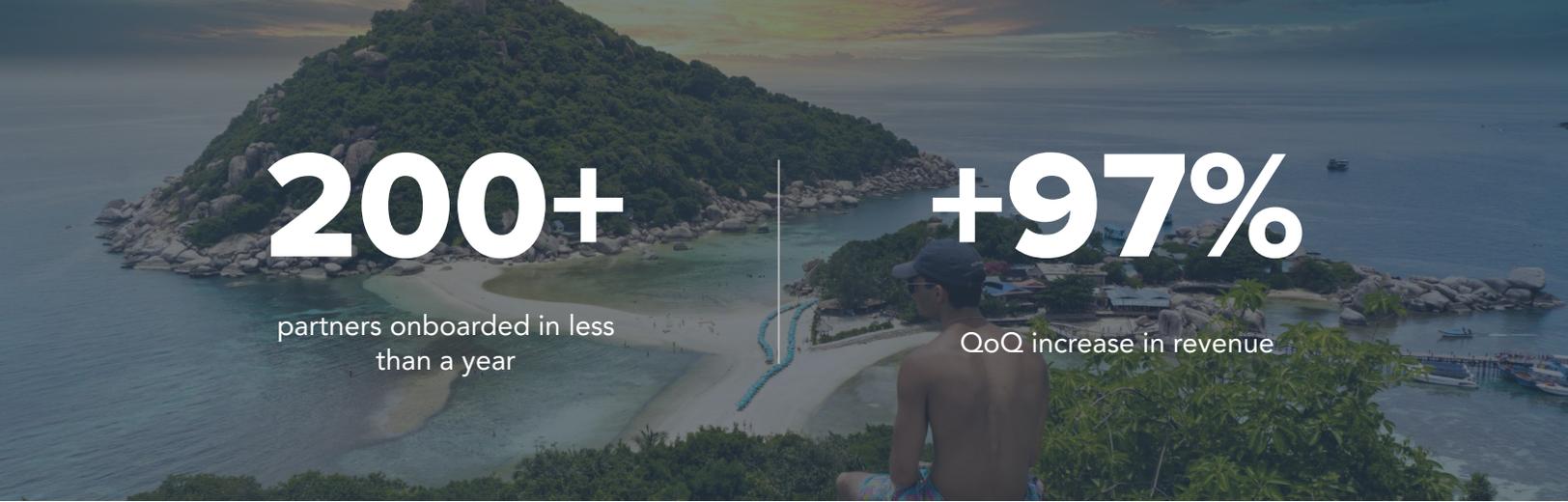
Solution

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The Lenovo team also implemented a higher commission rate to encourage publishers to promote the [LenovoPRO store](#) for Small Businesses (versus a lower commission rate for the [Lenovo Public Store](#)). Based on Lenovo's different KPIs per quarter, the company is also looking to set a higher commission rate to promote the [LenovoStudent store](#) in the future.

Among the most successful partners in the new program was [Brandeward](#), a sub-network that works with content affiliates and publishers to assign coupon codes to influencers. Two other partnerships that delivered high volumes of referral traffic were [Interspace](#), an aggregator that features coupon codes and other discounts for consumers, and [Shopback](#), a popular rewards and cashback provider.

Looking ahead, the team will be diversifying the types of partners they work with and shifting their strategy toward local content partners to drive upper-funnel traffic.



200+

partners onboarded in less
than a year

+97%

QoQ increase in revenue

Outcome

A fast revenue
ramp-up

Since launching this new revenue channel, the Lenovo Thailand program has gone from zero to hero in under a year, with performance significantly exceeding expectations.

- 91% QoQ increase in conversions
- 97% QoQ increase in revenue
- Partnerships grew 3.5x (August to April 2020)
- Revenue grew 4.6x (October to May 2020)

The future looks bright for the Lenovo Thailand team. As they build closer relationships with key partners, use more advanced optimization techniques, and increase partner diversity, the results from this channel will be even more impressive.

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