



Vivino expands its revenue palate 454% by scaling with technology

Situation

Ripe potential for full-bodied growth

Vivino began working with partners in 2019, but they didn't have a dedicated partnership platform to help manage them. The team was spending long hours each month pulling reports from various systems, manually calculating payouts, and creating invoices one by one. As a result, the team was missing out on new partnership opportunities and found it difficult to scale.

The Vivino team decided to look for a tool that would allow them to streamline their processes and help them grow. They wanted a single platform that helped them find new global partners, pull detailed reporting in real time, and pay partners automatically.



About Vivino

Vivino is the world's largest online wine marketplace and most downloaded wine app. Vivino's unique wine-shopping experience uses community data to suggest personalized wine recommendations, making wine discovery and purchase fun, accessible, and effortless for wine drinkers of every level.

“Impact helped us scale up our program by streamlining some of our most time-consuming workflows. Their flexible contracting and granular reporting have been key for us achieving significant growth.”



Sebastien Damas
Director, Growth Marketing
Vivino

Solution

**A taste of
technology yields
barrels of
improvements**

Once the Vivino team started managing their partnership program on the Partnership Cloud, they were able to achieve significant time savings by automating reporting, partner contracts, and payouts.

With all of their newly found extra time, the Vivino team was able to shift their focus to more strategic areas such as recruitment and engagement with existing partners. This allowed them to scale up quickly, seeing great results in just a few months.

Global recruitment scaled

Vivino dramatically ramped up their recruitment efforts, onboarding a diverse mix of partners from all over the world. They added new influencers and content partners to help with top-of-funnel customer awareness and even started receiving high-quality inbound applications to their program from niche partners who were already passionate about their brand. Within the first year, Vivino was able to scale the number of partners in their program exponentially — from fewer than 5 to more than 300.

Out-of-the-box, innovative partnerships

In addition, Vivino formed a handful of strategic partnerships with nontraditional partners in the wine industry and powered them through Impact.



Solution

(con't)

For example, the team at Vivino partnered with two industry-leading personal wine cellar companies with apps to track which wines are in the customer's cellar at any given time. The partner apps added Vivino buy buttons to their app, enabling their users to purchase new bottles of wine through Vivino.

Vivino also partnered with wineries across the world that don't have the resources to distribute globally. Vivino acts as a global marketplace for these wineries, greatly expanding their reach while improving Vivino's product diversification and value to their customers.

Pay for triple-digit value

Vivino assessed their partners' performance by month, country, promo code, and more so they could better attribute payouts based on the value that each partner was driving.

This detailed analysis into their partner's promotional efforts allowed Vivino to better incentivize top-performing partners. For example, they used their reporting insights to add bonuses to contracts for partners with high first time buyer rates or high AOVs.

Fermenting relationships and growth

The team at Vivino worked hard to have strong relationships with each of their partners. Because of this, the team uncovered the unique challenges their partners faced and provided them with the support they need — whether it was encouragement, education, or new incentives.



454%

increase in Q4 revenue
YoY

67%

increase in Q4 international
partners YoY

Solution

(con't)

Vivino found that this level of care kept their partners engaged and even helped it run unique campaigns with different segments of partners.

For example, they tapped content partners to help with awareness campaigns and reached out to coupon partners for campaigns focused on increasing sales during a specific time period. Having this flexibility and diverse partnership types greatly improved Vivino's ability to reach its business goals.

Outcome

Pop the champagne
— 454% revenue
increase uncorked

Vivino achieved great results in their first year on Impact's Partnership Cloud.

The team was able to grow revenue, expand into new markets, and scale their program beyond what they thought was possible, resulting in a:

- 454% increase in Q4 revenue YoY
- 67% increase in Q4 international partners YoY. Vivino successfully increased their international partners across the UK, EU, and APAC

Want to taste results like Vivino? | Contact grow@impact.com