

Nurx migrates affiliate program to impact.com, reaches 154% of new order goal



The challenge

Personalized healthcare company Nurx had a thriving cost-per-action (CPA) based affiliate program with Acceleration Partners that had been demonstrating exceptional results.

However, due to a change in medical-legal language and regulations, Nurx needed to switch to a cost-per-click (CPC) payout model, which resulted in some challenges:

- Finding a new affiliate network that could support a more complex CPC program set-up, as their current one had technical and strategic limitations.
- Migrating existing affiliates while also onboarding new order-driving partners onto the affiliate network.

Nurx turned to its partnership marketing agency, Acceleration Partners, to come up with a solution to successfully migrate its new CPC program, along with its existing affiliates, to a more sophisticated affiliate infrastructure while also onboarding affiliates that would immediately drive high order volume and revenue growth.



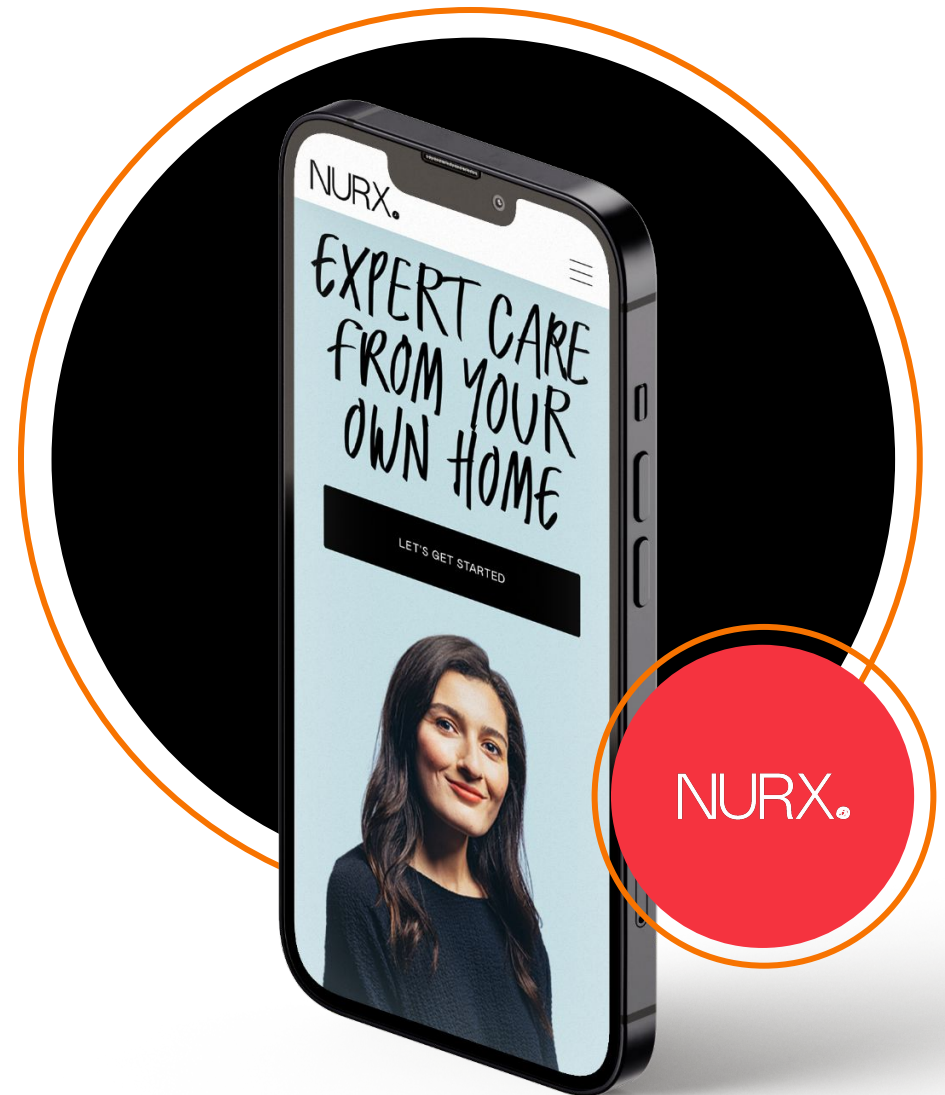
About

Nurx

Nurx, the leading woman-focused digital healthcare company, offers convenient, affordable, and personalized care to patients — powered by proprietary technology and provider specialization. Patients can access sexual health care free of judgement and with transparent pricing. From birth control to home testing and delivery, Nurx makes it easy for patients to get healthy and stay healthy.

Acceleration Partners

Acceleration Partners is a global, award-winning affiliate management agency. By focusing on better people, better processes, and better performance, the team sets the standard for how brands efficiently grow and refine their marketing partnerships anywhere in the world.





“The combination of impact.com’s superior technology and the Acceleration Partners team’s strategic mindset allowed us to quickly pivot our partnership program and cultivate strong relationships with a variety of partners. The ability to scale partners and optimize them reliably has exceeded our expectations, and we have total confidence in where we are and where we plan to go with our partnership program.”

NURX.

The approach and result

Acting upon Acceleration Partners' recommendation, Nurx migrated its affiliate program to impact.com. This transition allowed for more strategic commissioning and the ability to put in protections such as daily click caps, which are vital for keeping the CPC program within budget as they scale and test new opportunities.

The impact.com platform enabled:

- Click caps
- A marketplace for recruiting affiliate partners
- Tiered bonus payouts

Acceleration Partners was also able to smoothly transition Nurx's existing affiliates, as well as recruit new partners into the program. The team implemented a transition plan with outreach efforts in place to ensure there would not be a significant drop in performance.



of order-driving partners migrated in one week



of new orders goal reached in the first month



\$.50-\$.1.00 payout based on the partner level