

Rugs Direct increased revenue by 600% YoY with impact.com



Situation

Limited resources to manage partnerships

Rugs Direct ties living spaces together with stylish decor. Customers shop over 10,000 rug designs crafted with the highest quality materials and construction methods.

The Rugs Direct team previously relied on traditional sales and marketing channels to drive revenue and find new customers. However, they needed to add partnerships to the marketing mix to propel the brand to more significant growth opportunities.

They wanted the technology and expertise to help streamline partner discovery, recruitment, and management — while making the best use of limited resources to manage these partnerships.

The impact.com platform ticked all the boxes, offering tools, features, and services to help the brand breathe life into its partnership strategy.

The team also leveraged its agency's expertise and affiliate knowledge to attract new, high-value partners.

With the foundation for success in place, the team set its sights on achieving the following:

- Recruit new, high-value partners, especially influencers and content partners.
- Accurately measure channel performance against other channels.
- Align attribution with value to increase efficiency.

About

Rugs Direct

Since 1998, [Rugs Direct](#) has been a market-leading specialty online retailer of decorative area rugs for consumers, professional designers, and commercial customers throughout the United States and Canada.

The brand aspires to delight with its user-friendly website, delivery experience, and curated assortment that prioritizes quality construction, materials, and design.

In 2022, Rugs Direct expanded its selection of home furnishings by acquiring [Lightopia](#).



Solution

Spruce up with the right partnership management tools and software

To elevate the customer experience, the team wished to expand its partner mix to include social media influencers and content partners. The impact.com **Discover Marketplace** introduced a dashboard of fully-vetted partners.

The platform's enhanced partner profiles streamlined the recruitment process and helped Rugs Direct onboard over 200 new partners in one year.

The brand optimized partnerships with access to impact.com's **robust tracking and reporting features**. Data Lab allowed the team to build custom reports to gain visibility into sales down to the product level and unique insights into performance.

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“The powerful technology and high-quality services provided by impact.com have allowed Rugs Direct to effectively scale its partnerships with top affiliates to drive business growth. It also opened the door for us to expand our efforts to our newly acquired brand, Lightopia.”

Mike Wagner

VP of Performance
Marketing, Rugs Direct



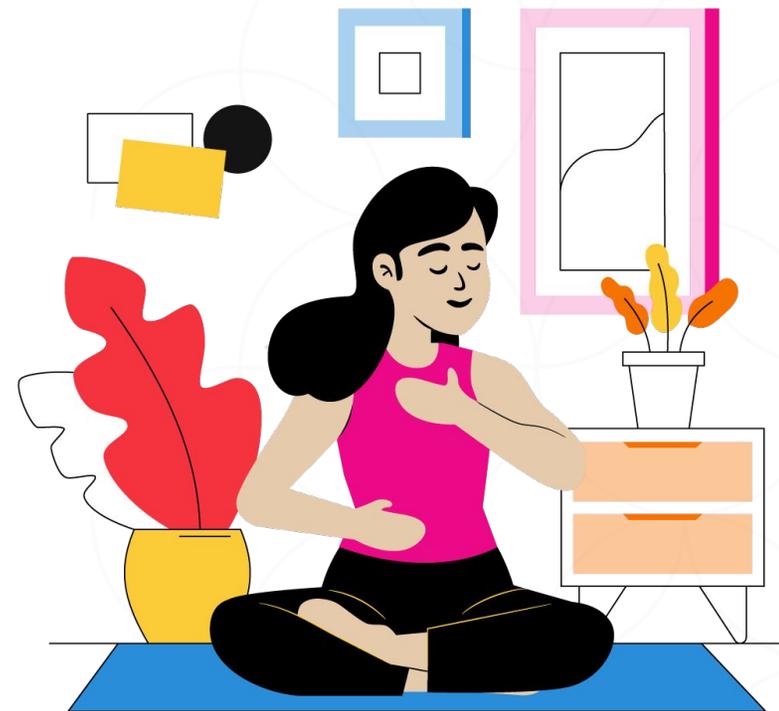
Solution (cont.)

Spruce up with the right partnership management tools and software

Rugs Direct made improved, data-backed decisions with access to vital information like top-sales products, high-achieving partners, and best-performing campaigns.

The platform's **attribution tools changed the game** for Rugs Direct. With multi-touch attribution, the team fairly and accurately credits partners based on the value provided. Tracking only the last-click had previously deflated performance for key marketing channels. U-shaped attribution allowed the team to reward partners at the top and bottom of the sales funnel.

Constant support and expert advice from **impact.com's Client Success team** assisted Rugs Direct in quickly resolving issues and providing valuable recommendations.



Outcome

Solid foundations for healthy growth

Rugs Direct has experienced robust growth since developing partnerships as a revenue-generating channel. The brand produced impressive results, including the following:

- 600% year-over-year (YoY) revenue growth
- 800% return on ad spend (ROAS)
- 200+ new partners

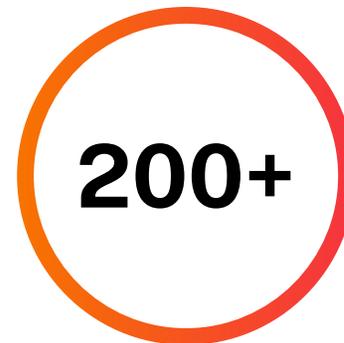
Rugs Direct plans to mimic its partnership success to drive measurable brand awareness and customer acquisition for Lightopia.



year-over-year (YoY) revenue growth



return on ad spend (ROAS)



new partners