



Razer grows program 34% with diversified partnership strategy through Impact

Situation

Razer wanted to increase sales and reduce costs

Historically, Razer's partnership channel was managed by various agencies and multiple networks across several countries. Within those networks, the Razer team would sometimes have to manage different programs with different currencies. From the start, Razer knew that further optimizations would be needed to reduce costs and increase sales. Existing processes and systems did not provide Razer with the level of granularity they needed for their spends.

Razer's agency previously handled payments to referral partners, a very time-consuming task due to the large number of currencies involved. This was a very inefficient way to work and did not give Razer the transparency and control they wanted.

Also, Razer didn't see much diversity in the type of referral partners they were working with, so growth was stalling. It was difficult to distinguish the referral partners that added value to the business from the ones that did not. As the brand continued to grow and become more popular among gamers, it was getting harder to manage and scale their program without automation.



About Razer

Founded in 2005, Razer™ is the world's leading lifestyle brand for gamers. The triple-headed snake trademark of Razer is one of the most recognized logos in the global gaming and esports communities. With a fan base that spans every continent, the company has designed and built the world's largest gamer-focused ecosystem of hardware, software, and services.

“We’ve saved thousands in costs and countless working hours on program management after switching to Impact’s Partnership Cloud. The flexible contracting system allows us to pay out in many different currencies, so we have no restrictions when onboarding partners from all over the world. More importantly, we now have a clear view into partner performance and can provide rewards to those partners driving real value.”



Fred Chery
Head of Marketing
Razer.com

Solution

Onboard
automation
technology to scale
global partnership
program

Razer had ambitious growth goals for their partnership program. Time and cost savings were critical to the Singapore-based team that manages the entire global partnership program. They brought in Impact’s automation technology to empower their in-house team.

Razer was able to quickly migrate and onboard all of their premium, short-tail referral partners without any loss in revenue. Impact’s detailed reporting gave them a deeper understanding of which referral partners were contributing to the real growth of their business. The team could now identify trends and focus on referral partners that drove high-value incremental customers. For example, Impact’s conversion path analysis report let them identify that one of their referral partners was constantly taking credit for the last click, while other referral partners that showed up earlier in the conversion path did not get the revenue share they deserved. Razer changed their contract payout rules to pay both referral partners a fairer amount.

Impact not only streamlined operations to give everyone greater visibility and control, the Enhanced Discovery tool gave Razer access to a huge variety of partner types to reach out to and work with. With automation, their team was no longer restricted by how many referral partners they could manage. They were able to scale and extend their program to nontraditional affiliate partners like YouTube content creators and video game live-streamers on Twitch.



33%

decrease in fixed costs
and hours spent

33%

increase in
efficiency

Outcome

34% overall
partnership
program growth

Since working with Impact, Razer has quickly expanded into new markets across Southeast Asia and recruited local partners. The ability to contract and pay in local currencies has had a huge impact on their partnership program, which has witnessed a **33% increase in efficiency**. By consolidating all their referral partners from different channels into the Impact platform, Razer can now access granular reporting, get a clearer view of where money is being spent, and find out which partners are driving performance.

By having one platform of record, Razer had, for the first time, real-time performance data. Working closely with Impact's growth technologists, Razer makes regular real-time optimizations and creates unique incentives for high-performing partners that has **grown the program by 34%**.

In terms of operational gains, their team has seen a **33% decrease in time spent manually managing partners** and can now spend more time on strategy and building stronger relationships with key partners. In the past, specialized promotions were particularly time-consuming to execute because they often required too many manual one-to-one partner communications. Impact's Dynamic Payouts capabilities made it quick and easy to test the impact of increasing CPA payouts, and Razer used increased payouts as a bargaining tool in exchange for higher activations and more prominent placements from their referral partners.

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