By unlocking partnership automation, Bespoke Post grew partner revenue 296%
Solution

Scale, communicate, and optimize

Although Czepiga didn’t come to Bespoke Post exclusively to run its partnerships, he had enough experience in the affiliate world and with the Impact platform to know it wouldn’t take much to unleash more growth from the channel.

So he essentially adopted the company’s partnership program and, in his free hours, helped Bespoke Post turn partnerships into a key channel and a major driver of growth.

His strategy came down to three essentials: scale, communication, and optimization for value.

Scaling up

Czepiga’s first step was to grow and diversify the program beyond a handful of affiliates. He brought on board additional no-brainer affiliate partners who fit with the company’s brand, focusing on rewards and cashback. Along the way, he discovered hidden affiliate gems like Miles, a rewards program that offered outsized performance for the company. He worked with his PR colleague to make new publisher connections and build CPA-based editorial partnerships. And he brought on partners like The Knot and Beneplace to reach new relevant audiences. The Impact platform made the onboarding process quick and easy, but Czepiga knew onboarding was just part of the success formula.

“The partnerships we manage with Impact deliver very high-quality subscribers, higher than our other channels in terms of LTV, length of payback period, and purchase rates.”

Peter Czepiga
Growth Marketing Strategist
Bespoke Post
The human connection

Affiliate marketing and affiliate partnerships are two very different things. Partnerships are more interactive, collaborative, and authentic, and Czepiga knew that nurturing relationships was vital to getting the best performance from partners.

He took time to communicate directly with the company’s affiliate partners, publishers, and bloggers to help them optimize how they were presenting Bespoke Post to drive new subscriptions.

He made sure that high-performing partners were getting extra attention, such as collaborating to optimize the user journey, providing proactive alerts about upcoming deals, offering custom creative and banners, and delivering other perks that made the relationship less transactional and more personal. He made sure to connect frequently with partners to collaborate, level-set, and brainstorm ways to improve conversions.

Payout for value

A third practice Czepiga put in place was to make sure the company was aligning commissions with subscriber quality. This was at first a hard sell, because the company was used to paying a flat rate for each new subscription. But Czepiga was able to demonstrate that the company was actually paying higher rates for Facebook subscribers that delivered lower ROI.

Using Impact’s reporting in conjunction with Bespoke Post’s internal tools, it was easy for him to correlate value by channel and individual partner to discover and demonstrate which customer acquisition sources were delivering the highest quality subscribers.
For LTV, length of payback period, and purchase rates (a metric frequently used by subscription-based services), partnerships were routinely outperforming the rest of the company’s marketing portfolio. By incentivizing great partners with higher payouts and bonuses, the company drove both revenue and increased ROAS.

Czepiga also made sure to adjust payout rates to ensure upper-funnel partners were being fairly compensated for their contributions, balancing out last-click wins.

By taking full advantage of partnership automation and nurturing the human side of the partnership equation, Bespoke Post was able to dramatically increase revenue and efficiency from its partnership program, all without adding a full-time program manager.

- From 2019 to 2020, partnership revenue at the company grew 296%.
- By optimizing partner performance and aligning payouts with value, the company increased ROAS from its partnerships by 52% YoY.