

Taylor Stitch streamlines partner discovery to achieve 1,700% return on ad spend

Situation

Finding content partners that resonate

The fast-growing men's lifestyle brand Taylor Stitch knew that its target persona was a particular type of consumer. The brand's target buyers included ambitious, high-earning men who lived and worked in the city, but seized every chance for an adventure.

The brand's partnership mix prioritized conversion-specific partnerships, commerce content, and more traditional affiliates.

Taylor Stitch pulled in Hawke Media to expand its partnerships program. Hawke Media is a full-service digital marketing agency, providing guidance, planning and execution to grow businesses of all sizes. Together, they aimed for high-converting traffic, high-quality revenue, and close relationships with content partners.

As an "outdoor-adjacent" brand, Taylor Stitch wanted men to view its products as the durable, long-lasting wardrobe they reached for between weekend adventures.

About Taylor Stitch



Taylor Stitch is a men's lifestyle company headquartered in San Francisco, California. It crafts responsibly built staples, designed to look and function well in the city and the great outdoors.

Taylor Stitch has made it a mission to challenge how the clothing industry operates by improving the way it sources, sews, and sells. Taylor Stitch always strives for the best way to craft products that will stand the test of time.

“One thing I really like about the impact.com platform is the benchmarking tool. Having that industry-level data is helpful, even if it's not always actionable. We use that data to inform how we adjust commission rates. When we see that we're pacing really well, we can make the recommendation to push commissions on some of the partners.”



Ryun Holder
Associate Director
Hawke Media

Situation

(con't)

The brand's target metropolitan-dwelling, outdoor-loving audience frequently turned to publications including:

- National Public Radio (NPR) and The New York Times for news.
- Gear Patrol, HiConsumption, GQ, Outside Magazine, Men's Journal, and Men's Health for lifestyle content.

However, without an end-to-end partnership automation platform, the brand and its agency ran into recruitment problems. Hawke Media searched through professional databases such as LinkedIn to find the right contacts for its desired publications. But a series of cold outreaches made the process even more time-consuming and tedious and hindered the speed of getting partnerships off the ground.



“The impact.com platform has been a super effective tool at helping to grow and nurture our relationships, especially with content partners.”



Luke McAlpine
Senior Director of Brand Marketing
and Partnerships
Taylor Stitch

Solution

**A platform
optimized for
commerce content
partnerships**

The impact.com enhanced partner discovery tool helped Hawke Media facilitate relationships with the right content publishers for Taylor Stitch. These relationships resulted in productive partnerships with Gear Patrol and other blogs and lifestyle publications.

Working with impact.com reduced the time spent searching for contacts and matched the brand with publications to attract an audience to Taylor Stitch’s durable, rugged, and timeless styles.

Hawke Media relied on impact.com’s benchmarking tool to adjust commission rates throughout the campaign. Thanks to industry-level data, Hawke Media knew when its campaigns brought in high-paced traffic. The team looked at the data to raise commissions for high-performing partners. Hawke Media and Taylor Stitch also used impact.com’s Shopify plugin for advanced tracking.

This success will open the door for new partnership opportunities for the brand, including:

- Plans to partner with influencers via impact.com as the brand scales up the partnerships channel.
- The ability to engage more deeply with content partners to promote lesser-known Taylor Stitch stock-keeping units (SKUs) — i.e., Merino Boxers.



1,600%

ROI year to date

1,700%

ROAS year to date

110+

active content partners
per month

Outcome

New content partnerships, new growth

By adopting a partnership automation platform to simplify discovery and recruitment, Taylor Stitch and Hawke Media achieved a 1,600 percent return on investment (ROI) in the partnerships channel and a 1,700 percent return on ad spend (ROAS).

With more than 110 active content partners per month, the brand and agency created a partnerships program with many productive revenue drivers. More than 11 percent of 2022 Q1 revenue came outside of Taylor Stitch's top 20 performing partners.

The massive growth of these metrics correlates with the traffic that Taylor Stitch got from its new content partnerships. The brand and agency also saw:

- A higher percentage of consumers converted directly via the content partners, with roughly 26 percent of revenue attributed to content partners. This tracks about 8 percent above the segment average, according to the impact.com benchmarking tool.
- Year to date (YTD) revenue grew 19.4 percent year over year (YoY) while clicks grew 37 percent YoY. This figure came from a 60 percent revenue increase and a 50 percent YoY increase in traffic from content partners through Skimlinks.



Outcome

(con't)

- A reduction in reversals due to new partners driving high-quality traffic aligned with the brand's target audience.

To discover how impact.com can help you reach your partnership's growth goals, reach out to grow@impact.com. To learn more about Hawke Media, contact Marc Rona (Vice President, Affiliate Marketing) at mrona@hawkemedia.com.



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