

How BVA and Enro achieved 2,500% ROAS from publisher partnerships

Situation

Affiliate revenue needed a significant boost

Enro, a Shopify merchant and facemask innovator, produces masks beyond the run-of-the-mill variety. Carefully designed, it provides what other masks lack, including comfortable, wearable, and skin-friendly features consumers desire. Enro's differentiators needed extra attention to stand out and educate consumers, considering the hundreds of types of masks on the market.

Enro sees affiliate partners as an important channel to reach new customers, but its program needed improvement. Enro's biggest issue was gaining traction with content partners, who are ideal for driving the education and awareness it needed.

Enro's affiliate and public relations teams knew there was much more potential partner revenue out there, so they set about energizing and optimizing the brand's affiliate channel.



About Enro

Enro's filtered face masks allow people to live their lives to the fullest. With years of apparel manufacturing experience using technology, product innovation, and craftsmanship, Enro brings consumers the most comfortable and fashionable masks on the market.

“Alignment between BVA, Enro, and the Enro PR team contributed to quick program ramp-up and stronger partner performances. Despite mask restrictions declining across the United States during the ramp-up, we diligently and strategically implemented key content and traditional partnerships to meet program KPIs. impact.com provided us with the platform and the tools to analyze and optimize partnerships that led to amazing results for the client!”



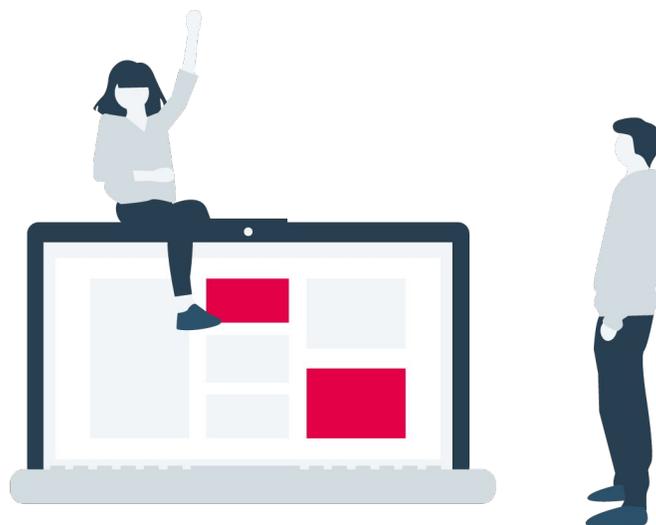
Darin Dolan
Associate Director of Affiliate Marketing
BVA

Solution

Using automated tools to reach new affiliate partners and grow revenue

Enro reached out to its agency partner BVA to improve the performance of its affiliate program. BVA migrated Enro’s affiliate program to the impact.com partnership management platform immediately. This migration gave Enro access to automation tools, measurement capabilities, an enhanced partner discovery marketplace, and more.

Under BVA’s management, Enro’s existing content partners seamlessly transitioned onto the impact.com platform and quickly used impact.com tracking links.





Solution

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The BVA team used automated tools from the impact.com platform to easily nurture Enro's existing roster of content partners to generate better content and visibility. They also grew and diversified the partner program by:

- Using the impact.com partner discovery tool to diversify Enro's partner portfolio and identify new coupon, deal, and loyalty publisher partners
- Working closely with Enro's PR team to connect with and incentivize top publishers like Wirecutter to join the program with exclusive product details, celebrity adoption, product seeding, and competitive commission rates
- Driving revenue growth with granular performance insights using impact.com's tracking and reporting functionality tools

"impact.com makes it easy for our brands to leverage the benefits of what a strong influencer and affiliate program can do for their business, opening and growing new channels for revenue. As a strategic partner, impact.com streamlines it for our clients, keeping the life cycle under one roof. impact.com says it best, "great partnerships grow your business."



Theresa Reed
SVP of Growth
BVA



500%

Increase in click-active partners

2,500%

ROAS

60%

Revenue growth

Outcome

New affiliate partners trigger impressive revenue growth

BVA rapidly scaled Enro's affiliate program and tapped into new kinds of partners after migrating to impact.com. Enro reached new peaks thanks to automation tools, access to the partner discovery marketplace, and new measurement capabilities.

Key outcomes included:

- A 500 percent increase in click-active partners
- More than 60 percent MoM increases in total revenue
- 2,500 percent ROAS from coupon, deal, and loyalty partners
- 62 percent of total revenue generated by content partners
- 72 percent of all orders were new-to-file (NTF)
- 69 percent of web traffic driven by affiliate coverage

To learn more about how BVA can help grow your brand, contact agency@bvacommerce.com.

Want to achieve results like BVA and Enro? | Contact grow@impact.com