



Canva goes from novice to 9,000 diverse partnerships with Impact's Partnership Cloud

Situation

A fledgling program ready to soar

As recently as 2019, Canva's approach to referral partnerships was informal and low tech. Their primary source of growth was SEO optimization and occasionally reaching out to bloggers, content creators, or site owners who might be willing to host a link.

But with the number of Canva fans growing globally, the company knew it was time to harness the momentum in a more formal way. They began to lay out what they would need to build a scalable and diverse partnership program and how to best empower partners to share the good news about Canva.

Mandatories included:

- A competitive commission structure with the ability to track and support a wide variety of partner and contract types
- A platform that would support partners from all over the world, including managing and accurately tracking payouts in multiple currencies



About Canva

Canva is an online drag-and-drop design tool used in 190 countries to easily create and publish professional-looking layouts ranging from social media posts to presentations. And if you want a cool background for your next Zoom call? Canva has you covered.

“Since starting with Impact in September 2019 our partnerships and the amount of revenue generated through the partnership channel has doubled almost every month. Now we’re at more than 11,000 partners working across multiple networks, media publishers, bloggers, YouTubers . . . you name it.”



Jerry Liu
Affiliate Partnerships Lead
Canva

Solution

**Automation
with room for
customization**

The Impact Partnership Cloud enabled Canva to institute a robust, global, and scalable partnership program that in just a few months welcomed thousands of new partners and met the company’s key objectives.

Diverse partners and contracts

With partnership automation from Impact, Canva was able to not only onboard a remarkably diverse array of partners, but also easily customize contract arrangements to meet partner requirements. The company estimates it has more than 25 different types of contracts in place with its referral partners.

The ability to granularly customize, track, and manage commissions has been very valuable to the Canva team. And the Impact attribution funnel allows them to tailor commissions and bonus payouts to reward partners at different parts of the funnel, not just at the last click.



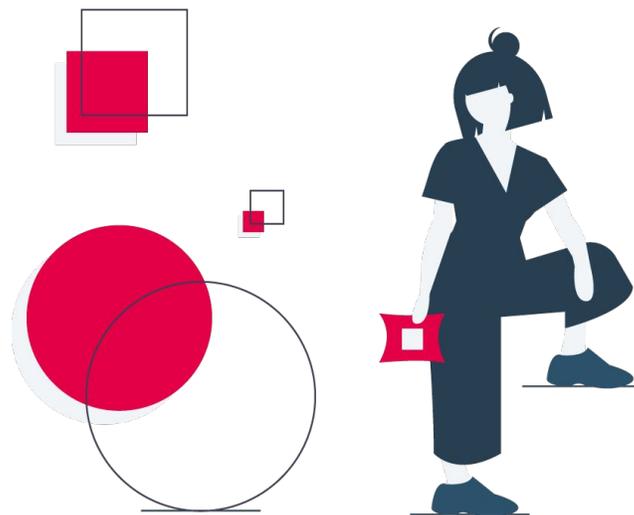
Solution

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An adaptable toolset

Since launching its partnership program with Impact, Canva has focused on growth in five key global markets, and it has found that each one requires a slightly different approach. The versatility of the Impact Partnership Cloud makes adapting to each region easy.

For example, Canva has found that in Brazil, partnership discussions happen over the phone or via WhatsApp, whereas in the United States, partners prefer to get information via email. Impact allows the team to adapt its processes and degree of automation to cultural preferences.



2x

MoM partnership growth

25+

contract types

9K+

global partnerships
established

Outcome

Soaring growth

In the first six months after implementing the Impact Partnership Cloud, the size of Canva's partnership program and partnership revenue consistently doubled month-over-month, and its network grew to approximately 9,000 partnerships. The diversity of its partnership network has also exploded, with YouTubers and bloggers, media publishers, podcasters, and B2B partners all coming on board.

The company has been able to launch unique integration partnerships with companies like Hubspot and Wattpad, who share Canva templates within their platforms for use in designing things like marketing emails and book covers.

Having a solid partnership infrastructure also enables Canva to reward and incentivize members of the Canva Certified Creative network, a group of Canva super-users who educate others on how and why to use Canva.

Want to take your partnership program from novice to pro like Canva did? Reach out to an Impact growth technologist at grow@impact.com