



partnership  
cloud

# Mapiful charts a new partnership course with 3X more conversions and 900%+ in email productivity

## Situation

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### No latitude for growth

It may be a niche business, but Mapiful's target customers are all over the map. Travel buffs, stargazers, the creative, and the nostalgic: Mapiful's customers are diverse, but its products are specialized. So having a broad array of partners out there showcasing its products, generating awareness, and connecting with prospects is vital to driving new sales.

Unfortunately, the company's partnership program growth was constrained by its platform and processes. Its tracking system was overly technical and off-putting for influencers. Its platform didn't offer much partner variety, focusing mainly on deal sites rather than content creators. And its processes and outreach were very manual, which made staying connected with partners difficult.

Despite all those needs, Mapiful had modest ambitions when it began looking for a new technology partner. They wanted a way to source more prospects and a system that was simple for influencers to use.

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### About Mapiful



Any map you can think of, creative text and photos, stars, and zodiac signs: Mapiful makes it easy to design unique custom posters with one-of-a-kind significance. From a favorite city to a happy memory, Mapiful brings it to you framed on your wall.

*“Moving to Impact Partnership Cloud has been a game-changer for us. We were able to custom model our whole influencer marketing structure like we have never been able to before. I have rarely seen a customer support and experience team this effective. They assist us with our daily tasks when needed and bring great recommendations for our program.”*



**Morgane Kaminski**  
Social Commerce Performance Lead  
Mapiful

## Solution

### Automate, and get unexpected benefits

Mapiful looked at a number of platforms that offered sourcing. In choosing Impact, they got much more than they anticipated, including a full CRM, automated and customizable communications, and powerful analytics all in one package.

In fact, the company discovered a trove of features that helped it surpass its growth goals and build a thriving partnership channel.

The aha moments for the Mapiful team began as soon as they started training on Impact Partnership Cloud. Once the training finished, the team was up and running within two days. They dramatically reduced the number of tools they had to rely on and could fully collaborate as a team.

**Life cycle automation:** The Impact platform enabled the Mapiful team to automate and streamline the entire influencer life cycle, from discovery and recruitment to sending briefs and posting dates.

The team also discovered prospect and partner capabilities that allowed it to completely customize existing data. They simply replicated information from their old spreadsheet-based system to the Impact CRM, and onboarding was instantly smoother.



## Solution

(con't)

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**Scale and diversify:** Moving to Impact Partnership Cloud meant the team could dramatically ramp up partner discovery beyond traditional networks and markets. They used Impact Discovery to find influencers who were already familiar with the partnership model and who met all of their specific criteria — even in smaller EU markets where influencers are traditionally harder to find.

**Automating global outreach:** The Partnership Cloud provided the perfect toolset to track Mapiful's product exchanges, which comprise about 80% of its collaborations. Mapiful sent a free product, and the partner posted on their behalf to generate brand awareness, with no sales expectations. Impact's partnership automation simplified and streamlined the 1,000+ exchange collaborations the six-person team was manually handling each month. For example, with exchange partners around the world, Mapiful must communicate via email in several languages, and the tone required in each country and community is different. Some needed a stronger selling message, others more directions or more reminders. Partnership Cloud helped Mapiful customize at scale.

With the Partnership Cloud, Mapiful could tailor each collaboration funnel by market and automate the workflows accordingly. Simply being able to automate emails by time zone to arrive during each partner's working day improved conversion rates dramatically.

**Partner Insights:** Mapiful leveraged the Partner Insights feature to identify key partners that contributed frequently to Mapiful's customer journeys.





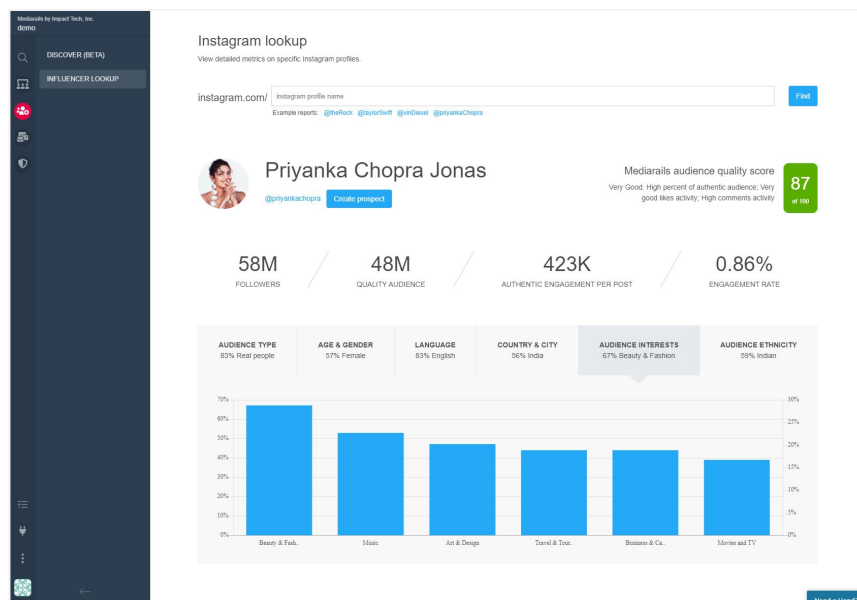
## Solution

(con't)

Mapiful used Partner Insight's Contribution Report to assess the incrementality of partners that may not have been the last touchpoint in a journey but that contributed to the early stages of many journeys. Mapiful then recruited these large partners for other opportunities such as sponsored posts.

**Influencer lookup:** Mapiful leveraged Impact's ability to quickly research an influencer's audience to assess fit for their program. Using Impact's tools, Mapiful scanned an influencer's audience's demographics, interests, and more, which Mapiful found extremely valuable for quick decision-making.

**Fraud protection:** With Partnership Cloud, Mapiful identified fraudulent activity, such as a partner posting their links onto a coupon site and quickly blocked the activity.





**45 hours**

Saved monthly on partnership administration

**13K**

New partners onboarded in the first year

**3X**

More conversions from product exchanges

## Outcome

After moving its partnership program to Impact Partnership Cloud, Mapiful fully unleashed the potential of its team and its partners, resulting in:

### Partnerships double monthly

- 13,000 new partners onboarded in one year, doubling its program monthly
- 45 hours saved each month on emails and database maintenance
- +300% increase in conversions per contact from its product exchange collaborations

Want to get results like Mapiful? | Contact [grow@impact.com](mailto:grow@impact.com)