

# Cabela's

Cabela's specializes in hunting, fishing, camping and shooting gear, delivering innovation, quality and value to those who enjoy the outdoor lifestyle.



## Goal

Cabela's, along with their agency Streamline Marketing, were looking to scale an already successful affiliate program and find new opportunities for growth. The granular reporting and actionable insights they needed were not available with their prior network and they required a suite of custom reporting. Their first priority was a successful migration with minimal disruption.

## Outcome

The expert migration team at Impact facilitated a smooth transition of 100% of their top affiliates and niche industry partners within the first 30 days and with zero loss of revenue. Cabela's and Streamline used a mix of standard and custom reporting to dive deeply into their customer journey to identify how their partners contributed to conversions and use the insights to quickly grow revenue.

↑117%

YoY Affiliate  
Revenue

↑110%

Holiday  
Revenue

↑181%

Active  
Partners

*"The Impact platform has provided the custom reporting and Big Data we needed to optimize our ad spend as well as identify and invest in growth opportunities."*

- Stephanie Laughon, Affiliate Program Manager