



Equipped with the industry's most modern optic equipment, the experts and craftsmen at Glasses USA craft every type of lens from single vision to complex ultra-thin.



## Goal

GlassesUSA was spread across five affiliate networks, resulting in unnecessary costs from duplicated credit, management overhead and abuse of partner terms. They also had difficulty discerning which channels were best for new customer acquisition. And last-click reporting made it difficult to see how different channels interacted to influence a purchase.

## Outcome

With Impact, GlassesUSA gained insight across the buyer journey, allowing them to make smarter media buying decisions across channels. And within their affiliate channel, they were able to tailor crediting rules and payouts, based on the typical role each partner or affiliate played in a conversion. They also drastically reduced costs by deduplicating affiliate payouts, streamlining workflows and using reports and alerts to police compliance.

↑55%

Revenue Across  
Channels

↑60%

Affiliate  
ROAS

↑87%

Unique  
Conversions

*" Impact gives us full transparency into the consumer journey to really understand the contributions of each media. Their insights have made us smarter in how we allocate spend, driving a 60% increase in ROAS for our affiliate channel."*

- Boaz Ariely, VP Online Marketing