



ivory ella

Ivory Ella offers high-quality apparel and gear AND makes people feel good. In other words, good clothes for a good cause. All in the name of elephants.



Goal

Ivory Ella approached their agency, BVAccel, with the task of launching and growing a brand new partner marketing program. They were excited about partner marketing's ability to reach untapped markets, and were encouraged by the low entry barriers to starting a program. Their program goals were to tap into new audiences, leverage their existing social influencers more efficiently, and create relationships with other strong partners in time for Q4.

Outcome

BVAccel immediately set Ivory Ella up on Partnership Cloud, bringing their existing micro-influencers onto the program and joining the Marketplace to find new partners. Using Partnership Cloud's robust promo code tracking, they were able to scale rapidly, easily tracking and attributing sales to each partner, even when they weren't using tracking links. In addition, they began grouping partners together and managing each partner segment differently to take advantage of the unique way each partner segment added value to the program.

By the end of their first full year on Partnership Cloud, Ivory Ella saw 11% of their total revenue coming through the partner marketing channel, and they received a 19x return on ad spend (ROAS). And after setting a strong baseline in the first year, the BVAccel team doubled down on their Q4 revenue mandate, increasing YoY Q4 revenue by 55% and generating 17% of all revenue through the partner program.





19x

partner program ROAS

11%

of revenue driven by
partner program in the
first year

+56%

YoY revenue in Q4

“We’re beyond thrilled with the growth of our partner program. Between the expert management of the BVAccel team and the flexibility of the Radius platform, we’ve exceeded our revenue goals and done it more efficiently than we could have hoped for.”

— Ryan Duranso, Co-founder