

# Lenovo

Known for exceptionally engineered products, Lenovo is an innovative leader in PCs, smartphones and tablets around the world.



## Goal

Lenovo's affiliate program was spread across 12 separate networks around the globe, leading to inconsistencies in workflows and best practices, challenges in sharing knowledge, and a lack of holistic reporting. They felt constrained by having their relationships owned by their agency and networks. Further, their networks couldn't support non-traditional partnerships and lacked the insights needed to optimize marketing spend across channels.

## Outcome

With Impact, Lenovo was able to consolidate their fragmented programs onto a single global platform. They insourced their performance marketing entirely, allowing them to take full control over their data, reduce costs and develop their traditional and non-traditional partnerships alike. Streamlined reporting made it easy to monitor global performance at aggregate and regional levels and facilitated team collaboration across the globe. Lenovo quickly took their program to the next level and experienced significant gains in both efficiency and revenue.



"In the past, we couldn't see how the channels intermingled. Now we have detailed conversion path data that shows how affiliate fits into our holistic media strategy. We're getting more useful insights than we ever imagined."

- Priest Willis, Global Affiliate Marketing Manager

"Customers pay in their local currency, affiliates are paid in their preferred currency, and it all converts to USD for corporate reporting. Everyone is working toward the same goals and looking at the same statistics. Our affiliate channel is now truly global and unified."

- Robert Javier, Digital Marketing Strategist