



Love, Bonito scales international partnerships with Impact driving nearly 20% of total new orders

Situation

Need pathways for global growth

Love, Bonito isn't just a fashion brand. Its purpose is to inspire women to discover and embrace the best version of themselves. The brand connects with its customers via events, workshops, and livestreams and extends that engagement through strategic partnerships that amplify its message.

Partnerships are especially important in international markets where Love, Bonito's brand awareness is lower than in Asia. Because affiliate partnerships are a mature channel in markets like Australia and the United States, the company saw partnerships as a key way to gain traction and tap into the Asian expat community internationally.

About Love, Bonito



Love, Bonito's story, products, and mission serve to instill confidence in women, and the company prides itself on being the best and largest vertically integrated, omnichannel women's fashion brand in Asia. With its unique positioning as a brand renowned for its mastery of the Asian fit, the homegrown label boasts a retail franchise in Cambodia and e-commerce shipping internationally to other parts of the world, including Hong Kong, Philippines, Australia, Malaysia, and the United States.

“One feature we love from Impact is the dashboard, which allows us to understand performance by publisher and monitor metrics like traffic and conversion by publisher. That’s helpful for us to make informed decisions and focus on publishers and partners who are working well for us.”



Sze Yin Lam
Senior Executive,
International Business Development
Love, Bonito

Solution

Unified partnership management across borders

To leverage affiliate partnerships that drive brand awareness and traffic from consumers all over the world, Love, Bonito launched its affiliate program with Impact in 2020, focusing on Hong Kong, Taiwan, Japan, Australia, Philippines, Malaysia, and the US.

Managing cross-border partnerships became easy for the brand’s lean affiliate team using Impact’s platform, and having all target countries under one account allows them to make quick, data-driven decisions from a single dashboard.

The affiliate team created virtually unlimited parameters to pass information into their platform dashboard, such as knowing if a transaction was made by a new or returning customer. As they tested out new tactics and partners, the team could easily analyze what was working, where to invest, and how to optimize commissions.

Using the Partnership Cloud’s powerful Dynamic Payout capabilities, they put in place different commission structures for existing and new customers and could easily tweak payouts to align with different program objectives — whether it was generating revenue, acquiring new customers, or driving traffic.



1,700%

month-on-month growth
in active partners

253%

quarter-on-quarter revenue
growth

Outcome

Tremendous global sales growth

Love, Bonito's partnerships grew from a channel that contributed just a small percentage of sales to one that contributed up to 20% of total orders in mature markets.

Love, Bonito increased their program so it grew to more than 200 diverse publishers in their program (a 1,700 percent increase), ranging from loyalty and shopping comparison sites to content and coupon partners.

- Within a year of launch, Love, Bonito grew its partnership channel to nearly 20% of total new orders
- Up to 60% of revenue from the partnership channel came from new customers
- Impact's Partnership Cloud drove 253% QoQ revenue growth for Love, Bonito

What's more, with partnership automation, Love, Bonito gained greater confidence to scale its partnerships going forward. They plan to introduce more local affiliates and content partners and explore co-branded partnerships to broaden its international audience reach.

Want to get results like Love, Bonito? | Contact grow@impact.com