

Homage reaches nearly **5X** its partnerships **ROI** with impact.com



Situation

Outdated partnerships program stifled by a lack of integration

Homage goes back in time by crafting specialty apparel that pay tribute to eclectic moments and personalities. What started off as a humble basement operation quickly turned into a nostalgic brand that celebrates the greatest stories across sports and pop culture.

Homage was primed to become nationally recognized and increase its brand footprint. Partnerships played a key role in the company's growth and helped it to tap into new markets.



However, with its previous partnerships management technology, the brand couldn't:

- **Manage all partnerships from one platform.** Homage was managing its partnerships in silos. The team used two separate platforms to house affiliate and influencer partnerships. Constant switching made managing and communicating with partners time-consuming and complex
- **View clear reporting.** Homage couldn't see which affiliates were performing well, driving revenue and acquiring new customers.
- **Easily pay partners.** Previously, payment functionality was limited and Homage had to manually release payments. The team wanted to motivate partners with performance incentives by adjusting payments automatically.

Situation (*cont.*)

Outdated partnerships program stifled by a lack of integration

- **Connect its partnership platforms with its Shopify storefront.** As a Shopify merchant, Homage wanted to integrate its Shopify catalog into the platform for partners to access products easily.
- **Give partners quick access to marketing materials.** Homage needed features that could allow partners to be autonomous and self-sufficient. There was no way for partners to access promotional materials quickly, and this hindered partners' productivity.
- **Onboard partners quickly.** Onboarding partners meant Homage had to send multiple emails and links. Homage had to update these links for partners whenever the need arises — partners couldn't do this independently.

About

Homage

Founded in 2007, Homage creates specialty apparel using vintage-inspired designs. The brand weaves greatest stories, traditions, and figures across sports, music, and pop culture into every item.

From legends like Macho Man Randy Savage to throw-back gear from your favorite team, each article tells stories of triumph and individualism, while attributing to old and new legacies.

Homage is one of the smallest brands in the industry that sells officially licensed products across the NFL, MLB, NBA, as well as numerous TV movie and pop culture licenses like Nickelodeon and Warner Brothers. All apparel designs are carefully crafted by their in-house designers.

Solution

A centralized partnership management platform to scale partnerships

Homage migrated to impact.com, omitting the need for multiple tools and platforms to manage all partnership types. With this migration, the team could now manage traditional affiliates (coupon, deal, and loyalty sites) and influencers without toggling back and forth between tools. Viewing all partners on one dashboard saved the team time and made interacting with partners much more manageable.

The brand used impact.com's **Contract and Pay** feature to incentivize partners with bonuses. For example, if a particular partner performed well, Homage could adjust payouts to a 2% bump up from 10%. Partners were automatically paid the correct amount according to the value they drove. Additionally, the payment features were transparent — partners could see exactly how much they were being paid and when. In this way, partners were more encouraged to participate and drive promotions.

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One word I would use to describe impact.com is 'life changing.' It's like night and day compared to what we were doing previously. It's so easy with the automation. I would absolutely recommend impact.com to any brand that's looking to scale their program. The reporting capabilities are second to none and so are the payment processing and partner transparency.

Kevin Hughey

Influencer & Affiliate
Marketing Manager,
Homage



Solution (cont.)

A centralized partnership management platform to scale partnerships

Transparent and detailed reporting data

The company leveraged impact.com's **performance by partner report** to pull up data showing which partners were performing well, underperforming, and active or dormant. The report also broke down the best-selling SKUs and what the partner's referring domains were. Robust and detailed data points helped the team get a clear picture of the impact affiliates had on its partnerships program.

One success story is with a partner primarily in the World Wrestling Entertainment (WWE) space. Homage used reporting to see that this partner was selling a lot of Major League Baseball (MLB) gear. Homage contacted the partner and asked her to do some MLB content, which substantially drove sales.

Additionally, partners could see their payment details, like how much of their funds were pending or available.

The ability to view detailed data sets allowed the brand and partners to adjust tactics to optimize its collaborations.





Solution (cont.)

A centralized partnership management platform to scale partnerships

Quick and easy onboarding and asset sharing

Homage sent multiple emails to onboard partners on its previous platforms. On impact.com, the team sent one email with a hyperlink with everything for partners to start. Within minutes, the brand integrated a Shopify catalog into impact.com without developer resources. Partners quickly pulled product and vanity links from impact.com's dashboard, and could create links and promote immediately. Homage saved time by not constantly creating links. The extra time was used to cultivate stronger relationships with partners.

Homage uploaded promotional materials onto impact.com, such as banner, text, image, and video ads, and promo codes. Partners could grab these assets at any time. Having these assets in one platform eliminated back-and-forth emails. Partners focused on what they do best — create engaging content their audience's trust.

Situation > **Solution** > Outcome

Outcome

Homage hits a home run with major sports brands

The automation of impact.com’s platform helped Homage secure a big content partnership with [Vox Media](#). It now has greater partner representation across sports leagues, such as the National Football League (NFL), MLB, National Basketball Association (NBA), and soccer and college sports teams.

While the company always had successful relationships with local Ohio teams, it substantially grew its partnership efforts with the Cincinnati Bengals and Cleveland Browns. In 2022, its partnership with Buffalo Bills became one of its best-selling markets, reaching numbers never seen before in markets outside its home base. Additionally, Homage’s partnerships with the Chiefs, Eagles, 49ers, Packers, Cowboys and others reached new heights.



Outcome (cont.)

Homage hits a home run with major sports brands

Homage also got major affiliates in the cashback and rewards industry back to productivity after being inactive on its previous platforms. The team is building deeper relationships with high-performing partners and maximizing conversions. Although Homage is selective and has half the amount of partnerships it had on its previous platforms, they're much more valuable. The brand is excited to focus on partnership development instead of partnership scaling.

Homage achieved incredible year-over-year (YoY) results:

- ROI of 485% (almost 5 times the investment)



partnership
growth



ROI