

Mapiful ventures
toward **12X**
revenue growth
by customizing
its influencer
marketing strategy



Situation

No latitude for growth

Mapiful may be a niche business, but its customers are worldwide, from travellers to creatives and beyond. The company needed a variety of partners to showcase its specialized products, generate awareness, and connect with prospects to drive sales.

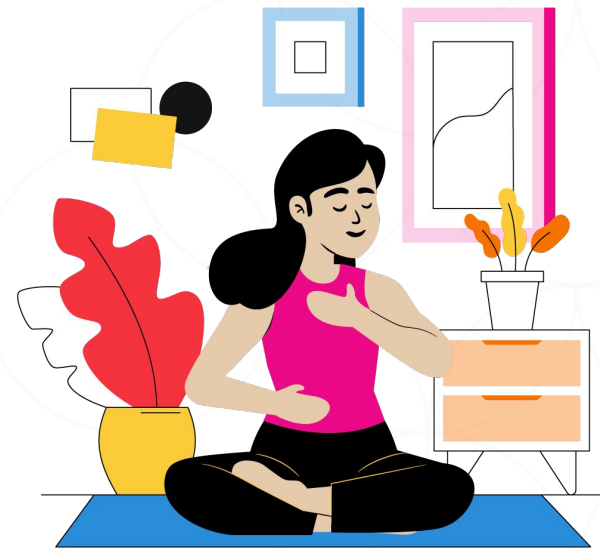
Unfortunately, the company's partnership growth was constrained by its overly technical platform and tracking system that put off influencers. The platform offered little partner variety, focusing mainly on deal sites rather than content creators. And its processes and outreach were very manual, which made staying connected with partners difficult.

Mapiful needed wanted a way to source more prospects and a system that was simple for influencers to use.

About

Mapiful

Any map you can think of, creative text and photos, stars, and zodiac signs: Mapiful makes it easy to design unique custom posters with one-of-a-kind significance. From a favorite city to a happy memory, Mapiful brings it to you framed on your wall.





Solution

Automate, and get unexpected benefits

Mapiful looked at a number of platforms that offered sourcing. In choosing impact.com, they got much more than they anticipated, including a full CRM, automated and customizable communications, and powerful analytics all in one package. In fact, the company discovered a trove of features that has helped it surpass its growth goals and build a thriving partnership channel.

The aha moments for the Mapiful team began as soon as they started training on impact.com's partnerships management platform. Once the training finished, the team was up and running within two days. They dramatically reduced the number of tools they had to rely on and could fully collaborate as a team.

Life cycle automation: The impact.com platform enabled the Mapiful team to automate and streamline the entire Influencer lifecycle, from discovery and recruitment to sending briefs and posting dates. The team also discovered prospect and partner capabilities that allowed it to completely customize existing data.



MAPIFUL

“Moving to impact.com’s platform has been a gamechanger for us. We were able to custom model our whole influencer marketing structure like we have never been able to before, and I have rarely seen a customer support and experience team this effective. They assist us with our daily tasks when needed and bring great recommendations for our program.”



Morgane Kaminski

Social Commerce Performance Lead,
Mapiful

Solution (cont.)

Automate, and get unexpected benefits

They simply replicated information from their old spreadsheet-based system to the impact.com CRM, and onboarding was instantly smoother.

Scale and diversify: Moving to impact.com's platform meant the team could dramatically ramp up partner discovery beyond traditional networks and markets. They used the impact.com's Discovery to find influencers who were already familiar with the partnership model and who met all of their specific criteria – even in smaller EU markets where influencers are traditionally harder to find.

Automating global outreach: The platform provided the perfect toolset to track Mapiful's product exchanges, which comprise about 80% of its collaborations. Mapiful sends a free product, and the partner posts on their behalf to generate brand awareness, with no sales expectations.

impact.com's partnership automation simplified and streamlined the 1,000+ exchange collaborations the six-person team was manually handling each month.

For example, with exchange partners around the world, Mapiful must communicate via email in several languages, and the tone required in each country and community is different. Some need a stronger selling message, some more directions or more reminders. With impact.com's platform, Mapiful could tailor each collaboration funnel by market and automate the workflows accordingly. Simply being able to automate emails by time zone to arrive during each partner's working day improved conversion rates dramatically.

Solution (cont.)

Automate, and get unexpected benefits

Partner Insights: Mapiful leveraged the Partner Insights feature to identify key partners who contributed frequently to Mapiful’s customer journeys. They used Partner Insight’s Contribution Report to assess partner incrementality (those who contributed to the journey, even if they weren’t the last touchpoint). Mapiful would then recruit these large partners for other opportunities such as sponsored posts.

Influencer lookup: Mapiful also leveraged impact.com’s ability to quickly research an influencer’s audience to assess fit for their program. Using impact.com, Mapiful could scan an influencer’s audience’s demographics, interests, and more, for decision-making.

Fraud protection: Mapiful identified if a partner posted their links onto a coupon site and quickly blocked the activity.



Situation

Partnerships double monthly

After moving its partnership program to impact.com's platform, Mapiful fully unleashed the potential of its team and its partners, resulting in:

- 13,000 new partners onboarded in one year, doubling its program monthly
- +1,200% revenue increase from partnerships
- +300% conversions per contacts from its product exchange collaborations

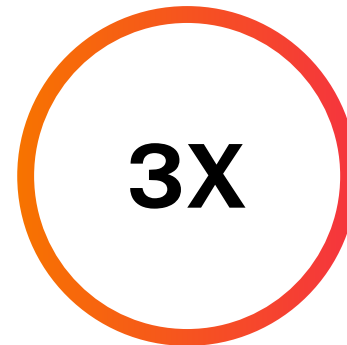
Discover all the unexpected ways impact.com can help you grow your business.



partnership revenue growth



new partners onboarded in the first year



more conversions from product exchanges