

**SitePlug
generates \$35M
in annual revenue
for brands using
impact.com**



Situation

Manual relationship-building and poor reporting hindered revenue growth

[SitePlug](#) uses the power of content, coupons, domain corrections, and suggestions to reduce friction in the consumer journey, producing higher ROI for brand partners. While they saw success with their media arbitrage model, they needed to partner with even more brands and consistently deliver incremental sales to earn more revenue.

Forming new relationships with brands was a manual and time-consuming process that took about three to six months to complete. The team would first need to find the relevant affiliate manager, then hope that the brand had the appetite and resources to take on the partnership outside of a network.

Even when they landed a new brand, their work wasn't done — they still needed to maximize their value to brand partners.

SitePlug's team met each brand's needs by mixing and matching performance products to convert high-intent users and acquire new customers.

SitePlug's campaign reporting used manual processes to update the click ID parameters. However, they needed a way to analyze and optimize the campaign more granularly.



About

SitePlug

Founded in 2014, [SitePlug](#) has helped brands drive incremental revenue from high-intent consumers for nearly a decade. Generating over \$1B in sales across over 1,700 brands globally, SitePlug targets high-intent users with multiple performance products that harness the power of content, coupon, domain correction, and suggestion. SitePlug offers three alternate search performance products to drive value for brands:

- **Site Direct:** Identifies domain typos and re-directs the user to the brand's website
- **Site Discover:** Makes brands discoverable by high-intent users via content placements on a global network of 10,000 publishers
- **Site Suggest:** Recommends the most relevant brand on browsers and keyboard apps



Solution

Making relationships faster and stronger at scale

SitePlug turned to impact.com to connect with top global brands and create more value for their current brand partners.

Streamlining the process of finding new brands

The impact.com Marketplace gave SitePlug a centralized place to find and recruit relevant brands.

SitePlug used brand collections within the Marketplace to identify potential partners. These curated collections group potential partners according to holidays, events, and program offerings – enabling publishers to find relevant brands quickly. When the team discovered a potential brand partner, they applied to the program directly. The platform’s application workflow enabled them to get in front of brands in just a few clicks.

Today, the team onboards new brand partnerships in about two to four weeks.

“

The impact.com Marketplace has enabled us to find and form relationships with hundreds of top global brands, then make the most of these relationships by maximizing sales and showing how our products raise their bottom line.

Sagar Joshi

Director of Partnerships,
North America, SitePlug



Solution (cont.)

Making relationships faster and stronger at scale

Increasing conversions with deep links

Product-level reporting insights coupled with the deep link generator helped SitePlug optimize conversion rates and drive even more value.

Before, SitePlug could only link to a brand partner's home page. With the deep link generator, the team could create tracking links that pushed consumers to specific product pages. This created a more seamless shopping experience and increased conversions.

In the past, SitePlug could identify which brands were driving the most conversions, but with the support from the Marketplace, they could identify which items consumers were purchasing. This helped them build a more effective, responsive campaign strategy with brand partners.

Deepening existing partnerships with better reporting

The SitePlug team could see exactly how their products performed for each brand partner through the platform's granular tracking and reporting.

Using this data, the team could quickly identify areas for improvement and optimization. The team regularly analyzed reports, pinpointing strategies they needed to lean into or change and which high-performing brands to prioritize.

The platform's detailed reports also strengthened SitePlug's value proposition. The team shared performance reports with their brand partners, reinforcing the relationships and justifying commission increases.

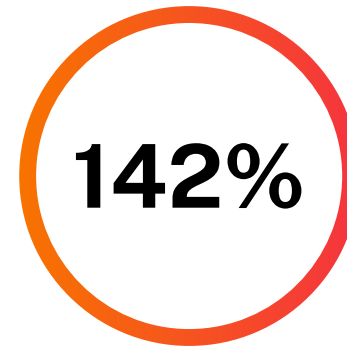
Outcome

Building a partnership program that boosts the bottom line

SitePlug grew its portfolio of brand partners to its full potential by building partnerships with the impact.com Marketplace and utilizing the platform's robust reporting.

With the ability to access and apply to brand programs at scale, the team increased their brand partnerships by 20 percent year-over-year (YoY). Enhanced reporting capabilities provided valuable insights into optimization opportunities, leading to 142 percent growth in sales YoY. The reports also enabled the team to show their value easily, leading to a 70 percent increase in commissions YoY.

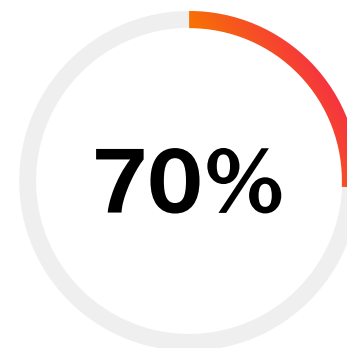
All these improvements translated to better results for SitePlug's brand partners. In 2022, SitePlug drove more than \$35M in sales for over 400 brands on the impact.com platform.



sales growth for brand partners YoY



increase in brand partnerships YoY



increase in commissions YoY