



Partnership automation helps eve Sleep awaken +114% YoY revenue growth

Situation

Subpar affiliate network results

After a number of years working with one of the largest affiliate networks, the team at eve Sleep was fed up with being treated like small potatoes. The network and eve often had competing interests, transactions had to be validated manually, tracking and visibility were lacking, and there was no transparency into performance monitoring. As a result, eve was missing out on opportunities with publishers, and too many of its coupons were being passed around on the internet, eating into margins.

In short, eve Sleep wasn't getting what they needed from the network, and it was hindering growth.

The company decided it needed to leave the network and find collaborators that would understand and embrace its partnership ambitions.



About eve Sleep

eve Sleep is devoted to sleep wellness, offering restful products that include mattresses, bed

frames, and a whole host of sleep-inducing items to give customers the sleep they need to rise and shine.



About Scale

Scale Digital is a specialist affiliate and partner marketing agency.

Accredited and working

exclusively on Impact.com tech, Scale have taken expert, simplistic and meaningful service to the next level.

With Impact and Scale Digital, we had partners who shared our goal of improving business performance and were able to build the strong, effective, successful partnership program we needed. Their tools, expertise, and support have directly affected our business profitability.



Andy Boddy
Commercial Director
eve Sleep

Solution

Automate and refocus

The eve team chose Impact and Scale Digital to take their partnership program in a new direction. Their new success team got them up and running quickly, transitioning existing partners smoothly from their previous affiliate network to the Impact platform, enabling the company to launch the new program in the prime of January sales.

Both the new relationship and the new platform delivered benefits from the outset, and time savings was one of them. The company had previously spent a good part of each week validating transactions manually, but that element of the process became fully automated with Impact. Automation has freed up team members to refocus on scaling the program, strengthening publisher relationships, holding clear conversations on performance and expectations, and identifying new publishers to bring on board.

eve Sleep also gained complete transparency over what can and can't be done with technical tracking, so they were empowered to understand the value each partner was providing and make informed decisions.

The company was able to use the Impact Marketplace to find and recruit new, high-quality partners, making the transition from the network painless. And with the Impact Partnership Cloud, eve could now set up custom payout rates based on item SKUs, ensuring it rewards each partner for value delivered and optimizes partnership ROI.



+114%

YoY UK revenue
growth

80%

partners onboarded from
Impact Marketplace

#1

revenue driver is
now partnerships

Outcome

Partnerships
become top growth
source

The partnership team at eve believes its switch to Impact and Scale Digital has “fundamentally changed the business.” Partnerships have become the biggest revenue driving channel for the business, with its biggest traffic sources now based on CPA.

Additional results include:

- **3X revenue growth:** With full visibility into its promotions, Eve was able to ramp the most successful promotions with key partners, some of whom saw triple-digit revenue growth
- **Margin protection:** By implementing a promo code restriction list, eve can now restrict payouts on 6000+ promo codes, controlling its margins
- **Revenue up 114%+:** After switching to Impact and Scale Digital, eve’s UK revenue rose 114% YoY, while revenues for August alone were up 212% in France and 153% in the UK
- **New partners:** 80% of eve’s partners in the UK program were recruited from Impact Marketplace
- **Decrease in invalid transactions:** From Jan-Sep, 18% of their actions were tracked with the restricted promo codes

Want to get results like eve Sleep? | Contact grow@impact.com