

Compare Club
increases revenue
by 82% by
automating
partnerships with
impact.com



Situation

A strong partnerships program held back by manual systems

Founded in 2010, Compare Club is a comparison business that helps Australians save on everyday household expenses. With online comparison tools and a large team of experts, Compare Club helps customers find the best deals on loans, insurance, and energy.

Partnerships played an integral role in Compare Club's growth and allowed it to expand its reach significantly. By collaborating with right-fit partners, the team could tap into new ways of promoting savings with free quotes across multiple verticals.

Compare Club wanted to diversify, expand, and scale its partnerships, but manual processes made further growth challenging.

Here are some of the challenges that Compare Club faced:

Difficulty recruiting like-minded partners. The team was manually recruiting, which made it challenging to find partners with a consumer-focused approach to business. Compare Club sought niche partners such as cashback sites and financial apps. It needed automation to make outreach to these groups easier.

Lack of payment flexibility. The company had a variety of partners and affiliates with unique and complex commission structures. Manual payments made it difficult to track which partners needed to get paid and by how much.

Communicating with partners was time-consuming. The team sent single emails for all partner communication and whenever partners needed new creative assets. This led to an influx of emails the team struggled to clear from its inboxes.

About

Compare Club

Compare Club is an Australian price comparison business with a dedicated team of over 300 product specialists and personal finance experts.

The company empowers customers to get the best deals in energy, health insurance, life insurance, home loans, car loans, and personal loans.

The team monitors the market and scours for savings that can benefit consumers. Consumers can let Compare Club know what personal financial products they have, and they'll alert consumers if they find better value. Nearly four million Australians have turned to Compare Club to save on household expenses.



Solution

Using automation to recruit, engage, and pay partners efficiently

Compare Club approached impact.com to reinvigorate its partnerships program with automation.

The team used impact.com's marketplace to [Discover and Recruit](#) reputable and professional partners who shared its customer-centric approach. Assessing partner quality was a top priority as Compare Club wanted partners that would help build trust with its audience. Filtering by business size and past performance made it possible to prioritize partnerships that would scale the business.

Compare Club found valuable partners in cashback sites and financial apps, which allowed them to give back to its customers even more.

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impact.com is an easy-to-use, intuitive, and functional partner platform. The level of customization and flexibility we've been able to lean on has helped us manage and grow our program substantially.

Charles Voyagis

Senior Partnerships and
Affiliates Manager,
Compare Club



Solution (cont.)

Using automation to recruit, engage, and pay partners efficiently

Compare Club used the [Dynamic Payouts](#) feature to quickly setup payments, boosted offers, and participation bonuses. Partners were motivated to deliver because they were paid on time and accurately, according to the value they drove.

The company used impact.com's platform to [send emails and create tasks automatically](#). Partners could also download creative assets from the platform at any time.

Automation eliminated back-and-forth emails, helped clear email inboxes, and ultimately boosted productivity.



Outcome

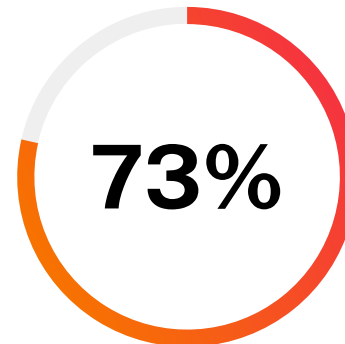
Compare Club substantially increased sales and productivity

Compare Club launched with many more partners and opened new revenue streams.

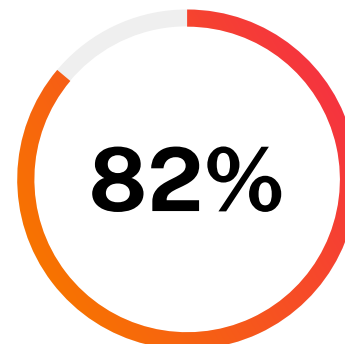
Since joining impact.com, the team gained valuable insight into which creative content and placements appealed most to customers. Streamlining recruitment, payments, and communication saved a big chunk of time and money. Automation allowed the company to cultivate more productive relationships with new and existing partners. The team now operates with agility, driving solid leads and sales.

As a result of expanding its partnerships, Compare Club saw these quarter-over-quarter (QoQ) results:

- 73% growth in sales
- 82% increase in total revenue



growth in sales



increase in total revenue