

**RevLifter
increases the
conversion rate
for a home
improvement
retailer by 27%
with impact.com**



Situation

Optimizing growth for an industry-leading brand required better tracking

RevLifter helps online retailers deliver personalized offers to customers through award-winning technology. These dynamic incentives increase revenue for brands and solve common ecommerce challenges, such as recommending seasonal products or providing offers to customers at risk of churning.



One of the largest home improvement retailers in the world approached RevLifter to help them pursue year-over-year (YoY) growth while maintaining a steady ROI. RevLifter aimed to improve the brand's promotional efforts with their personalization tools.

The brand used RevLifter's offers page to strategically push product category promotions to the brand's website visitors based on various data points. For example, outdoor furniture offers were shown to website visitors when temperatures climbed above 80°F. In another instance, they'd show users relevant products during key events, such as Memorial Day and the Fourth of July, to maximize conversions.

To further iterate on this strategy, RevLifter needed a sophisticated platform with data insights that went beyond high-level campaign performance.

About

RevLifter

Founded in 2017, RevLifter is built for retailers who want to unlock the immense value of personalized offers.

With its easy-to-use offer platform, RevLifter helps retailers deliver one-to-one incentives and content based on a range of data points.

RevLifter gives them the insight and control they need to increase conversion rates, drive profitable outcomes, and solve inventory challenges.



Solution

Driving profitability with deeper reporting and visibility

During the partnership, RevLifter drew on impact.com’s granular reporting capabilities to make data-backed decisions and optimize their strategy.

The Performance by Referring URL Report allowed the team to effortlessly track which campaigns and keywords drove the most clicks and sales for the brand. Using this data, the RevLifter team identified that discount-related offers improved conversion rates, while links to related category pages — for example, a best-selling products page — increased overall average order value.

These insights enabled them to fine-tune their approach and achieve better results.

“

We source traffic from multiple paid media campaigns, so we need our reports to be as granular as possible. impact.com gives us access to reports that show the full referring URL and not just the referring domain — enabling us to take our strategies to the next level and maximize profits for the brand.

Alasdair Glen

Customer Success Director
RevLifter



Solution (cont.)

Driving profitability with deeper reporting and visibility

impact.com's device-level reports showed the differences in traffic across mobile and desktop. Since RevLifter relied on paid media as a traffic source, identifying which devices delivered the best return on investment allowed them to drive more traffic with less ad spend.

Plus, the sophisticated tracking inside impact.com built trust. The partnership operated on a flat cost per action (CPA), but the brand and RevLifter attributed orders differently.

Both parties had a source of truth through the partnership management platform that showed how many orders RevLifter drove. The teams also handled all payments within the platform, ensuring that the partnership ran smoothly.

Outcome

Exceeding brand expectations and embracing future learnings

With in-depth reporting and simplified payment logistics, RevLifter and the brand could continue focusing on the most important aspect of their partnership: delivering results.

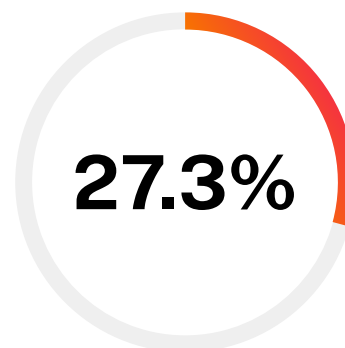
Because RevLifter operated on a flat CPA, the brand obtained an extremely predictable ROI regardless of volume or performance. This increased RevLifter’s value to the brand, strengthening the partnership for the long haul.

With a fully optimized strategy, RevLifter ensured that return on ad spend (ROAS) remained a whopping 33 percent above the brand’s program minimum.

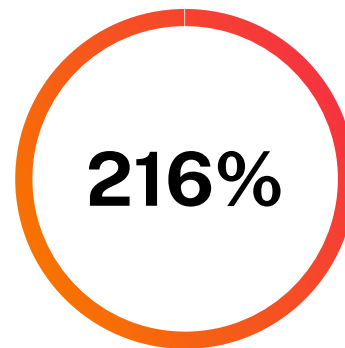
Using the insights gleaned from this partnership and impact.com’s granular reporting, RevLifter is well-positioned to replicate these key findings with their other products and brand partnerships.



ROAS in H1 2023



higher conversion rate QoQ



increase in sales QoQ