

CASE STUDY

Optimizing Growth with Direct and Network Partnerships via Customizable Commissions

VERTICAL | SUBSCRIPTION SERVICES

CHALLENGE

A global subscription VPN service was looking to grow and manage an affiliate marketing program without overwhelming their small team or budget. The team needed a single solution that could handle every aspect of the program and allow them to work with any partner.

SOLUTION

By using TUNE to onboard, manage, and pay a mix of direct relationships and affiliate networks, the VPN service was able to increase both the size of their program and the revenue it drives.

With a subscription that encompasses mobile app, desktop, and browser products, the team had established over 30 commissionable rules to pay out for. These ranged from app install to subscription type to individual promotions. TUNE's customizable payout rules and commission tiers allowed every single event to be paid out and optimized.

Thanks to TUNE's pure SaaS model and easy partner onboarding, the team was able to grow direct relationships with review sites, sub-networks, and bloggers, as well as access scale through large network partners like CJ and Rakuten.

RESULTS

After one year on TUNE, the VPN service had grown the program by 200% to over 1,200 partners and increased revenue by 27%. The team also decreased CPC by 61% while increasing payout by 44%, leading to millions in payouts per month.

200%

Increase in partners

61%

Decrease in CPC

44%

Increase in Payout

27%

Increase in Revenue

Ready to grow your program? Contact sales@tune.com to get started.