

Eco-Friendly Subscription Truly Free Expands Affiliate Base 800% in One Year



 **400+**
AFFILIATES ADDED IN
ONE YEAR

 **800%**
YEAR OVER YEAR
PROGRAM GROWTH

 **10+**
HOURS SAVED PER
WEEK

Company Background

[Truly Free](#) (formerly MyGreenFills) is a subscription-based business that delivers non-toxic, eco-friendly laundry and cleaning products to members in the United States and Canada. The company's products are made from 100% safe, hypoallergenic ingredients that come in a reusable container in each member's first order. When products run out, members simply refill the containers from recyclable pouches shipped for free, on their schedule, straight to their door.

Goals

The Truly Free team had three main goals for their affiliate program: increase revenue, decrease churn, and acquire more super affiliates. To achieve these goals, Truly Free needed a solution that gave them complete control over their affiliate partnerships in an easy-to-use, partner-friendly package.

Solution

Truly Free launched their affiliate program with TUNE in October 2018. One reason they chose TUNE as their partner marketing platform over competitors like Impact was the control and ease of publisher management in TUNE. With partners that include influencers, bloggers, and coupon sites, comprehensive management tools are very important for the Truly Free

marketing team. They also found TUNE's partner onboarding and approval features to be simple and efficient. Top it all off with a customer support team that's always available when issues or questions arise, and TUNE was the obvious choice of technology for Truly Free's affiliate marketing program.

Results

After a little over a year on the [TUNE Partner Marketing Platform](#), Truly Free has grown their program from 50 affiliates to more than 460. "The TUNE platform helps me do more connecting with my partners," says Amy Reichert, Director of Partnerships at Truly Free. That equals "more relationship building and less time spent explaining the platform to my partners, which increases their satisfaction with our affiliate program."

TUNE has also empowered the Truly Free team to boost partner confidence through "accurate, real-time reporting," "easy-to-access data on [the] dashboard," and "easy-to-pull reports." As TUNE is not a network, Truly Free has full, customizable control over these features and every other aspect of their program — data transparency, affiliate approvals, payout windows, and many other areas of program management. Along with the platform's "user-friendly portal for partners and colleagues," TUNE has helped Truly Free to increase revenue and decrease program churn.

Finally, TUNE's great customer support helps Amy's team save more than 10 hours per week. "Thanks to the TUNE support team, I don't have to worry about reporting issues or trying to figure out how to use the portal," Amy says, "because they are always quick to respond to my questions. With TUNE, I am more confident in our ability to grow our affiliate program." With month-over-month growth and rising profit margins, Truly Free is optimistic about the future with TUNE.



With TUNE's integrations, I can now spend more time with our partners building that relationship rather than explaining a hard-to-navigate affiliate portal. ”

- AMY REICHERT, DIRECTOR OF PARTNERSHIPS

