

Brand: Lets Get Checked

Sector: Healthcare & Pharma

Primary Objective: Sales

Formats used: Performance Marketing

Background and Overview:

LetsGetChecked offers personal health testing services that can be completed from the comfort and privacy of one's own home

Newly launched in 2019, LetsGetChecked set an ambitious goal to acquire new customers and grow transaction volume by 26% each month, which when compounded would result in an incredible annual growth of 1,170%.

LetsGetChecked saw that its biggest growth opportunity lay in recruiting new partners, particularly in the home testing vertical. To achieve its annual growth goal, it needed to onboard 500 additional partners.

What was the role of digital within the media mix?


LetsGetChecked and Impact worked together to source and contact prospective partners in the home testing vertical, using Partnership Cloud's automation and keyword integrations, and its numerous email workflows.

By searching for prospects based on keywords to source influencers, health websites, and publications that discussed relevant health topics, and using numerous email workflows, LetsGetChecked reached out to hundreds of partners within a few hours. It segmented its emails based on partner category and scheduled follow-up emails to increase response rate.

In addition, as LetsGetChecked has over 35 products with a range of price points, it used customised payout groups to ensure that it paid each partner the maximum amount based on average order value (AOV) and expected return on ad spend (ROAS).

The partners that acted as introducers drove new customers to the LetsGetChecked website through paid social and pay-per-click campaigns.





LetsGetChecked drove significant volume by sourcing traffic from partnerships with high-traffic health publications and scaling its influencer campaigns. LetsGetChecked used Partnership Cloud's payout groups feature to segment its partners and assign different commission based on partners' role in the customer journey, and this all led to higher ROAS.

Results / Achievements:

LetsGetChecked experienced significant growth in 2019, with its affiliate programme growing by 287% from Q1 to Q2, and then another 375% in Q3. It grew the affiliate programme by 1,896% in revenue and 3,692% in sales volume. By sourcing new partners within the health vertical, which drove native/search/paid social/SEO, and influencer traffic, LetsGetChecked consistently exceeded its monthly growth targets of 26%.

Through Impact's Partnership Cloud, LetsGetChecked sourced more high-ROAS partners and regained control of its overall ROAS, raising it in Q3 to Q4 by 36%.

LetsGetChecked contacted nearly 8,000 potential partners, which were qualified through careful integrations that located relevant influencers and websites in key geographical areas. In particular, LetsGetChecked used the Partnership Cloud's "has sponsored posts" toggle to eliminate partners that hadn't worked as professional influencers before to ensure high quality. Overall, it reached 736 partners, 47% above the target of 500.

A central facet to LetsGetChecked's success was in treating every partner as a human as well as a business or a website while using automated discovery and outreach tools. The team invested the time they saved into knowing the people and businesses, creating mutually beneficial partnerships with a culture of advocacy for empowered healthcare embedded in every interaction.

What was the killer headline?

Check out how much LetsGetChecked was able to grow with Impact's Partnership Cloud

