

Brand: Purple Carrot

Sector: FMCG & Retail

Primary Objective: Awareness

Formats used: Performance Marketing

Background and Overview:

Purple Carrot is a plant-based meal-kit delivery service that has been growing rapidly since it came on the meal delivery scene in 2014, but it was beginning to see diminishing returns with its primary marketing channels. Plus, new customer acquisition costs were sky-high.

The company decided that the best way to diversify and strengthen its marketing mix was to develop a partnership programme. Given that it would be its first foray into affiliate partnerships, Purple Carrot was intent on getting tracking set up correctly.

Purple Carrot also wanted to develop an affiliate programme that went beyond bottom-of-funnel coupon sites and would enable it to partner with high-value and incremental partners that aligned with the brand. It sought top-of-funnel partners, including content and loyalty partners, that could introduce the brand to new audiences


What was the role of digital within the media mix?

Purple Carrot decided to move forward with its partnership programme, using the Impact Partnership Cloud™ and global partner marketing agency, Acceleration Partners.

With the help of the Acceleration Partners team, Purple Carrot quickly established a robust network of top-of-funnel affiliate partners, including loyalty partners, top-tier mass media, bloggers, review sites, several employee perks and benefits companies, plus tech partners such as the cart abandonment solution UpSellit.

Acceleration Partners leveraged the Impact Partnership Cloud's Dynamic Payout capability to adjust commissions and reward top-of-funnel partners who introduced new audiences to Purple Carrot. Even though these partners may not have been the last touchpoint in the customer's journey to conversion, new incremental audiences were a key indicator for the brand.





Acceleration Partners also used Impact's blocking capabilities in order to comply with the Affiliate Nexus law restrictions and block partners who reside in certain countries which have had historically lower quality traffic.

Results / Achievements:

Since the launch of Purple Carrot's programme, partnerships have become one of Purple Carrot's most effective and efficient conversion channels. In the first few months, the partnership programme enjoyed a 68% increase in orders and a 30% increase in return on ad spend (ROAS), compared to the previous quarter. These extraordinary returns stabilised Purple Carrot's growth goals.

What was the killer headline?

Impact helps to deliver Purple Carrot to affiliate success

