

## CASE STUDY



# NURX Migrates Affiliate Program to [impact.com](https://www.impact.com), Reaches 154% of New Order Goal

## THE CHALLENGE

Personalised healthcare company NURX had a thriving cost-per-action (CPA) based affiliate programme with Acceleration Partners that had been demonstrating exceptional results. However, due to a change in medical legal language and regulations, NURX needed to switch to a cost-per-click (CPC) payout model, which resulted in some challenges:

- **Finding a new affiliate network that could support a more complex CPC programme set-up, as their current one had technical and strategic limitations**
- **Migrating existing affiliates while also onboarding new order-driving partners onto the affiliate network**

NURX turned to its partnership marketing agency, Acceleration Partners, to come up with a solution to successfully migrate its new CPC programme, along with its existing affiliates, to a more sophisticated affiliate network while also onboarding affiliates that would immediately drive high order volume and revenue growth.

## OUR APPROACH

Acting upon Acceleration Partners' recommendation, NURX migrated their affiliate programme to [impact.com](https://www.impact.com). This transition allowed for more strategic commissioning and the ability to put in protections such as daily click caps, which are key for keeping the CPC program within budget as they scale and test new opportunities.

By using [impact.com](https://www.impact.com)'s enhanced partner discovery tool, Acceleration Partners established relationships with new partners across the traditional affiliate and content affiliate categories.

Acceleration Partners was also able to smoothly transition NURX's existing affiliates, as well as recruit new partners into the programme. The team implemented a transition plan with outreach efforts in place to ensure there would not be a significant drop in performance.



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### RESULTS

**100%**

of order-driving partners  
migrated in one week

**154%**

of new orders goal reached  
in first month

**\$.50-\$1.00**

CPC payout based on  
the partner level

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The combination of impact.com’s superior technology and the AP team’s strategic mindset allowed us to quickly pivot our partnership programme and cultivate strong relationships with a variety of partners. The ability to scale partners and optimise them reliably has exceeded our expectations and we have total confidence in where we are and where we plan to go with our partnership programme.

LET’S CONNECT

ABOUT IMPACT.COM |

Impact.com, the world’s leading partnership management platform, is transforming the way businesses manage and optimize all types of partnerships—including traditional rewards affiliates, influencers, commerce content publishers, B2B, and more. The company’s powerful, purpose-built platform makes it easy for businesses to create, manage, and scale an ecosystem of partnerships with the brands and communities that customers trust to make purchases, get information, and entertain themselves at home, at work, or on the go. To learn more about how impact.com’s technology platform and partnerships marketplace is driving revenue growth for global enterprise brands such as Walmart, Uber, Shopify, Lenovo, L’Oreal, Fanatics and Levi’s, visit [www.impact.com](http://www.impact.com).

