



Purple Carrot cultivates 68% more orders with performance partnerships

Situation

Plant-based meal-kit delivery service [Purple Carrot](#) has been growing strong 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.

Marketing goal: Improve ROAS by expanding into partnerships

The company decided that the best way to diversify and strengthen its marketing mix was to develop a partnership program. 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 program that went beyond the usual bottom-of-funnel coupon sites and would enable them to partner with high-value and incremental partners that aligned with their brand. They sought top-of-funnel partners including content and loyalty partners that could introduce the brand to new audiences.

About Purple Carrot



Purple Carrot is the plant-based meal kit company. The company delivers fresh, preportioned ingredients and simple step-by-step guidance for people to cook distinctive, healthy, plant-based meals at home. Purple Carrot empowers people who want to consciously and easily integrate plant-based eating into their lives.

“We heard about how great Impact was from others in the industry — and it’s true. Impact surpassed all our expectations, both technologically and from a support perspective. We were able to develop and grow a robust program in a short amount of time with total confidence in all technical components. We recommend that anyone starting an affiliate partnership program do so with Impact and Acceleration Partners.”



Alli Hobbs
Senior Marketing Manager
Purple Carrot

Solution

Create a high-value network of partners

Purple Carrot decided to move forward with its partnership program, using the Impact Partnership Cloud™ and premier 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 & benefits companies, and 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.



+68%

Increase in orders and revenue QoQ

30%

Increase in ROAS QoQ

Outcome

68% increase in orders QoQ

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

These extraordinary returns stabilized Purple Carrot's growth goals and set them on the road toward more success.

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“The Acceleration Partners team has been communicative, thoughtful, and hard-working, I trust them implicitly to build the affiliate partnership program that is best for Purple Carrot. They have been able to build a robust and diverse group of partnerships for us, while also thinking strategically as we continue to build out the program. Needless to say, we're excited with where we are and where we will go with them!”



Allison Rolish
Marketing Project Manager
Purple Carrot

Want to get results like Purple Carrot? | Contact partners@accelerationpartners.com