

UNBOUND MERINO BOOSTS REVENUE 148% IN ONE YEAR WITH ACCELERATION PARTNERS



As a growing company, Unbound Merino wanted to make sure they were running their affiliate marketing program as efficiently as possible. To achieve that goal, the Unbound Merino team needed additional capacity to plan and execute a winning strategy.



BACKGROUND

Unbound Merino aims to create simple, high-performance clothing that is versatile enough for any occasion. Just as is the case with its product, Unbound Merino wanted a versatile, efficient affiliate program that would complement the company's overall marketing growth. As a growing company, Unbound Merino had built an affiliate channel but sought more capacity from partnership marketing experts. With the right agency, the brand could continue to create a solid affiliate foundation, identifying efficiencies and optimizing the channel.

Unbound Merino brought Acceleration Partners on board in January 2024. **Over the next 12 months, that partnership resulted in an impressive year-over-year revenue increase of nearly 150 percent.** Those numbers, along with several other growth metrics, have cemented the affiliate channel as Unbound Merino's number one opportunity for marketing growth.

STRATEGY

PROGRAM AUDIT

To fine tune the affiliate program, the first step for the Acceleration Partners team was to complete a full program audit. During that audit, we saw that most partners were incorrectly tagged in the system. With the wrong tags assigned to partners, payments to partners were incorrect, and in some cases the brand was overpaying.

We addressed this error by adjusting the tags and removing complicated conversion lines, creating a more straightforward and streamlined approach where partners received the correct payments. The new process resulted in efficient spend, happier partners and the ability to scale.

STREAMLINING FOR SCALE

The capacity to scale meant that Unbound Merino and Acceleration Partners could recruit new partners to fill gaps and identify existing partners that could do more within the program. We found success with reoccurring optimizations and ongoing partnership conversations to keep Unbound Merino top of mind for our publishers, including Cartera, Rakuten, Skimlinks, GSG, and a number of content partners.

Based on the streamlined system, new partner connections and consistent growth from traditional affiliates, Unbound Merino has been able to pursue longer-term brand awareness content.

RESULTS

Revenue:

+148%

YoY

New customers:

+76%

YoY

ROAS:

+782%

YoY



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