

NURX MIGRATES AFFILIATE PROGRAM TO IMPACT.COM, REACHES 154% OF NEW ORDER GOAL





THE CHALLENGE

Personalized healthcare company NURX had a thriving cost-per-action (CPA) based affiliate program 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 program 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 program, 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 program to 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'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 program. The team implemented a transition plan with outreach efforts in place to ensure there would not be a significant drop in performance.

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 program and cultivate strong relationships with a variety of partners. The ability to scale partners and optimize them reliably has exceeded our expectations and we have total confidence in where we are and where we plan to go with our partnership program.



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ACCELERATIONPARTNERS.COM