



Cost Savings, Growth and Alignment for Brands through Pernix

01

CASE OVERVIEW

A popular manufacturer and retailer of unique socks and underwear sold in over 90 countries, this brand wanted to leverage Pernix to remove the discrepancy between what their network was tracking and what Google Analytics was reporting, to align their spend.

RESULTS

With no technical implementation required on the brand's end, Pernix was able to integrate with their preferred source of data and process true last click conversions into their affiliate platform. **By excluding sales that were not truly last click by affiliates, the approximate revenue saved in Q4 2018 was 15%. The brand saw a ROAS increase of 135% during that same period in Q4.** Due to the Pernix technology, there is now an additional system tracking the implementation and stability of the brand's Google Analytics - resulting in more meaningful, reliable, and actionable data for all marketing channels. Now the brand's affiliate platform numbers closely match Google Analytics, which allows them to use their preferred cross-channel reporting mechanism and rest assured that the numbers are accurate and represent their true attribution as they define it.

02

CASE OVERVIEW

A foremost platform for connecting individuals looking for household services with top-quality, pre-screened independent service professionals wanted to utilize Pernix because the affiliate channel was taking credit for sales that the brand did not value such as returning customers and other unqualified referrals. Success for this brand was measured using a wholly disparate customer touchpoint - and aligning all spend to this touchpoint was crucial for growth.

RESULTS

By utilizing the brand's analytics and creating custom workflows, we are able to separate non-commissionable leads and sales from legitimate conversations, thereby decreasing the costs associated with the affiliate program. **The client saw a 60% decrease in costs YOY.**

03

CASE OVERVIEW

This leading distributor of home appliances in the US wanted to use Pernix to ensure that they were maximizing their affiliate channel spend. As a new entrant into e-commerce and affiliate, the brand was concerned about aligning all marketing spend to a single source of truth from launch. Pernix presented the opportunity for the client to maintain their single source of tracking data and provide a stable foundation for measurable growth.

RESULTS

By utilizing Pernix, ROAS increased by 31% for the brand in Q4 of 2018. By excluding sales that were not truly qualified, the approximate revenue saved in Q4 2018 was 12%.

Want to learn how Pernix can help your brand?
Contact us at hello@pernix.io