

# Driving Revenue Growth with a Diversified Affiliate Partner Mix

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**canningvale**  
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## GOALS / OBJECTIVES

[Canningvale](#) has participated as an advertiser in the affiliate channel for several years. Recently, the brand sought to engage with a new provider that could help achieve their goals of improving the affiliate channel's return on ad spend (ROAS), while increasing revenue. They'd also wanted to break their current providers over-reliance on coupons.

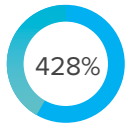
## SOLUTION

[Canningvale](#) partnered with Commission Factory, APAC's leading partnership marketing technology platform in November 2020, after being impressed by our [dynamic commissioning capabilities](#), market-leading publisher reach and personalised support to manage their affiliate and partnership program. Commission Factory was able to optimise activity with current affiliate partners, through the strong relationships the team has, whilst also recruiting new partners to the program across different affiliate types.

## KEY TAKEAWAYS / SUMMARY

Since partnering with Commission Factory, Canningvale has seen considerable increases in affiliate revenue, ROAS, channel engagement and more.

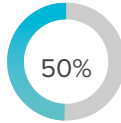
Canningvale's Chief Marketing Officer highlights the importance of being open to new affiliate marketing providers.



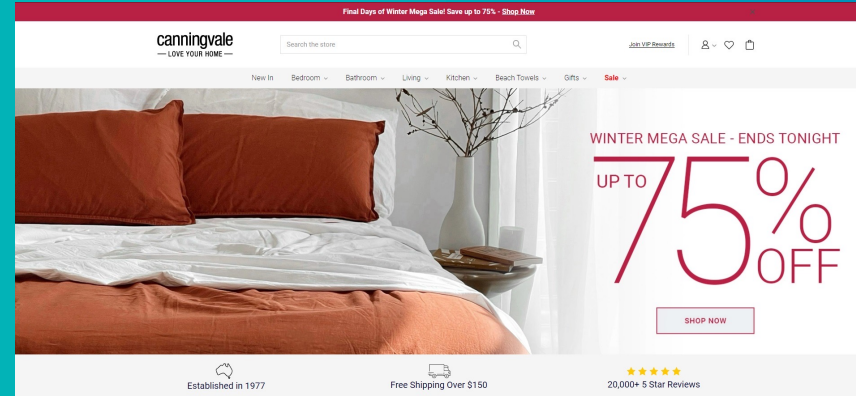
INCREASE IN  
TRANSACTIONALLY  
ACTIVE PUBLISHERS



REVENUE GROWTH



INCREASE IN  
AFFILIATE CHANNEL ROAS



*"There can sometimes be hesitation when moving to any new solution. However, Commission Factory was able to relieve any concerns we had by seamlessly migrating our current Partners and achieving impressive growth in key metrics like ROAS, revenue, and more in a short space of time.*

*The Account Management team made the migration a breeze and has been there every step of the way. With them, we look to accelerate our programme's growth even further. I highly recommend Commission Factory to anyone who feels that they could be getting more from their Affiliate programme."*

**Canningvale's Chief Marketing Officer**