

# 50x Increase in Affiliate-Driven Revenue through Custom Attribution and Reverse ETL

**Industry:** Health and Nutrition, eCommerce, Subscription

**Target Persona:** CEO, CMO, VP - Partnerships

**Brand Size:** \$500M+

## The Problem

The brand's CMO was facing challenges to understand sales driven by affiliate partners and managing ongoing commission payouts. They were struggling to accurately associate subscription orders with the correct affiliates over time based on the affiliate data from TUNE.

The lack of precise attribution resulted in inefficient commission calculations and payouts. It also implied that brand cannot get affiliate partners to switch to a revenue sharing model.

## The Solution

Saras consolidated data from Shopify, Recharge, Tune and Google Analytics to create a robust analytical foundation and get the subscription brand's customer data ready for further analysis.

- **Custom Attribution:** Saras built a bespoke attribution logic tailored to the brand. This not only attributed the initial sale, but also recurring orders, to the corresponding affiliate.
- **Consolidating Recurring Orders:** Tracking recurring orders ensured that affiliates were fairly compensated for the lifetime value they brought to the table.
- **TUNE Data enrichment (Reverse ETL) :** Saras reverse-engineered the data flow, pushing the enriched and attributed data back into TUNE. This facilitated automated, error-free commission calculations and payouts.

## The Result

Brand noticed a 50x increase in affiliate-driven revenue due to accurate attribution and automated payouts data enrichment to TUNE. They were able to onboard new affiliate partners at scale on a revenue-sharing model.

The complete process automation from attribution to payout not only saved time and resources but fostered stronger, more loyal partnerships with affiliates.



**“With custom attribution and a bespoke solution in place, the team was able to strengthen partnership engagements and move to a long term commitment model. Backed by data, we were able to built long-term affiliate partnerships that led to 50x incremental increase in affiliate-driven revenue”**

*CMO, Health & Nutrition Brand*

# 50x

Increase in Affiliate-Driven Revenue

## Data Sources

Shopify, Recharge, GA4, Tune

## Engaged Saras Ecosystem

Daton + Consulting



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