

How Graza Drove 7x ROAS Using Superfiliate's Cobranded Landing Pages

About Superfiliate

Superfiliate empowers brands to run end-to-end affiliate, influencer, and referral programs through one unified platform. Offering features including cobranded landing pages, social listening, product seeding, and payout management, Superfiliate enables brands to offer shareworthy experiences to creators & customers alike.

Drove

7x ROAS

using cobranded landing pages

More than

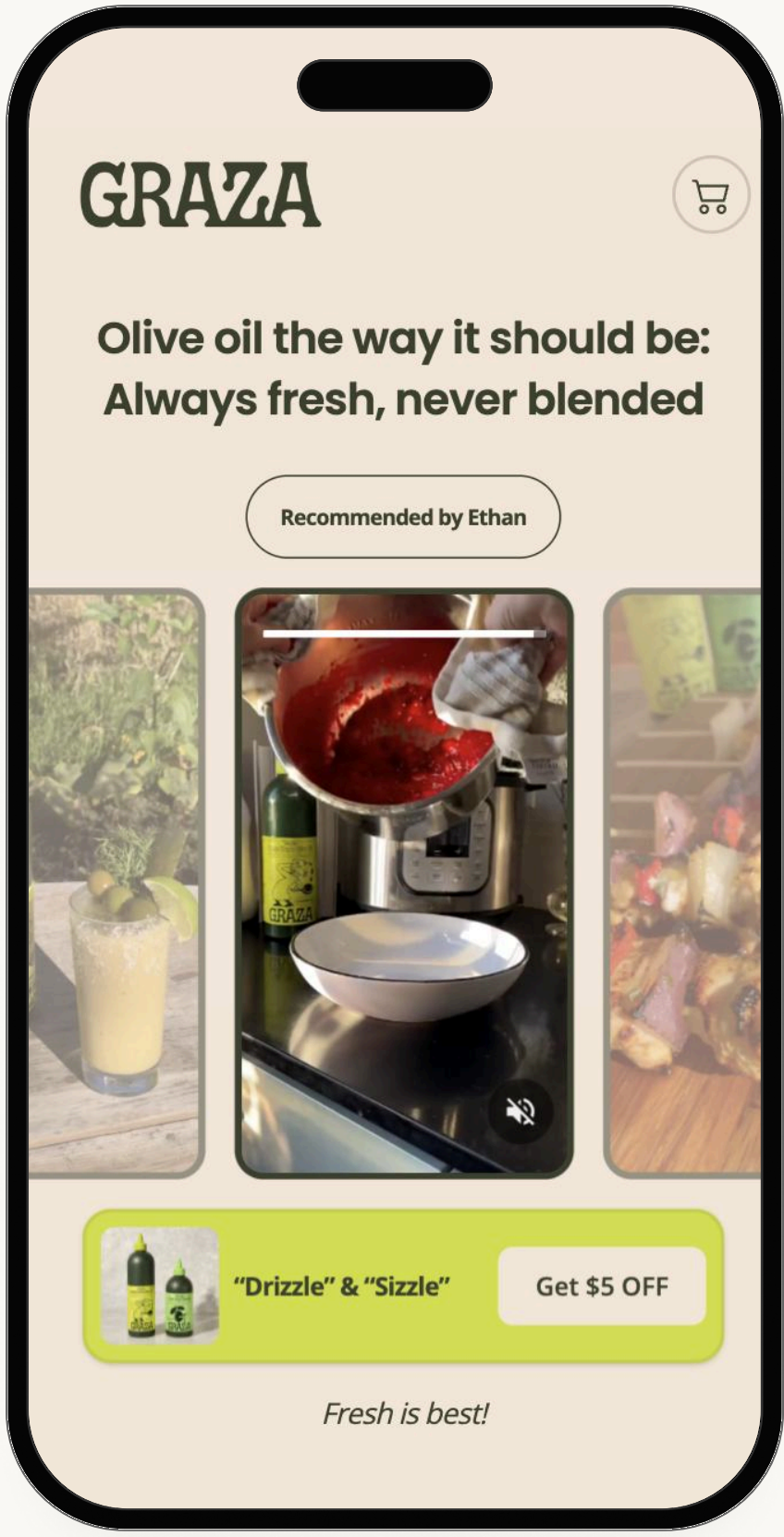
1000

creators enrolled

Top performer drove

>\$19k

of sales in 24 hours



Offering an experience that creators are excited to share

Graza, an olive oil company, was struggling to scale its affiliate, ambassador, and creator programs efficiently using free toolkits. After switching to Superfiliate's all-in-one Influencer Marketing Hub Kendall Dickieson, Graza's Head of Creator Partnerships, was able to streamline program management, enhance creator engagement, and drive both short and long-term revenue gains using Superfiliate's cobranded, shoppable landing pages.

Features used

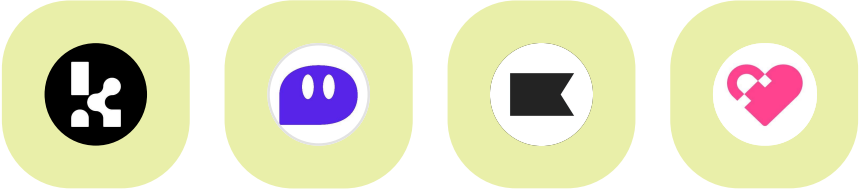
Cobranded landing pages

Kendall can easily monitor links & codes [conversions, referral revenue, LTV] while layering customization into the shopping experience, driving 7x ROAS from paid YouTube partnerships within 72 hours.

KnoCommerce and Klaviyo Integrations

Kendal built a responsive creator retention strategy via Superfiliate by leveraging email segmentation to engage program members, mixing in Kno's post-purchase surveys to better understand what is driving Graza's customers to purchahse.

Integrated with



Flexible payout management

Graza's affiliates can redeem their commission on gift cards and product as well as cash, helping to feed the UGC cycle. Kendall can also easily manage payouts to creator's agents, instead of having to invoice seperately.

"The one thing that I love about Superfiliate is the attention to detail on the people who use the platform to make it easier for those who are actually in it every single day."



Kendall Dickieson
Head of Creator Partnerships