

How Lineage Scales Affiliate Relationships Without Losing The Human Touch

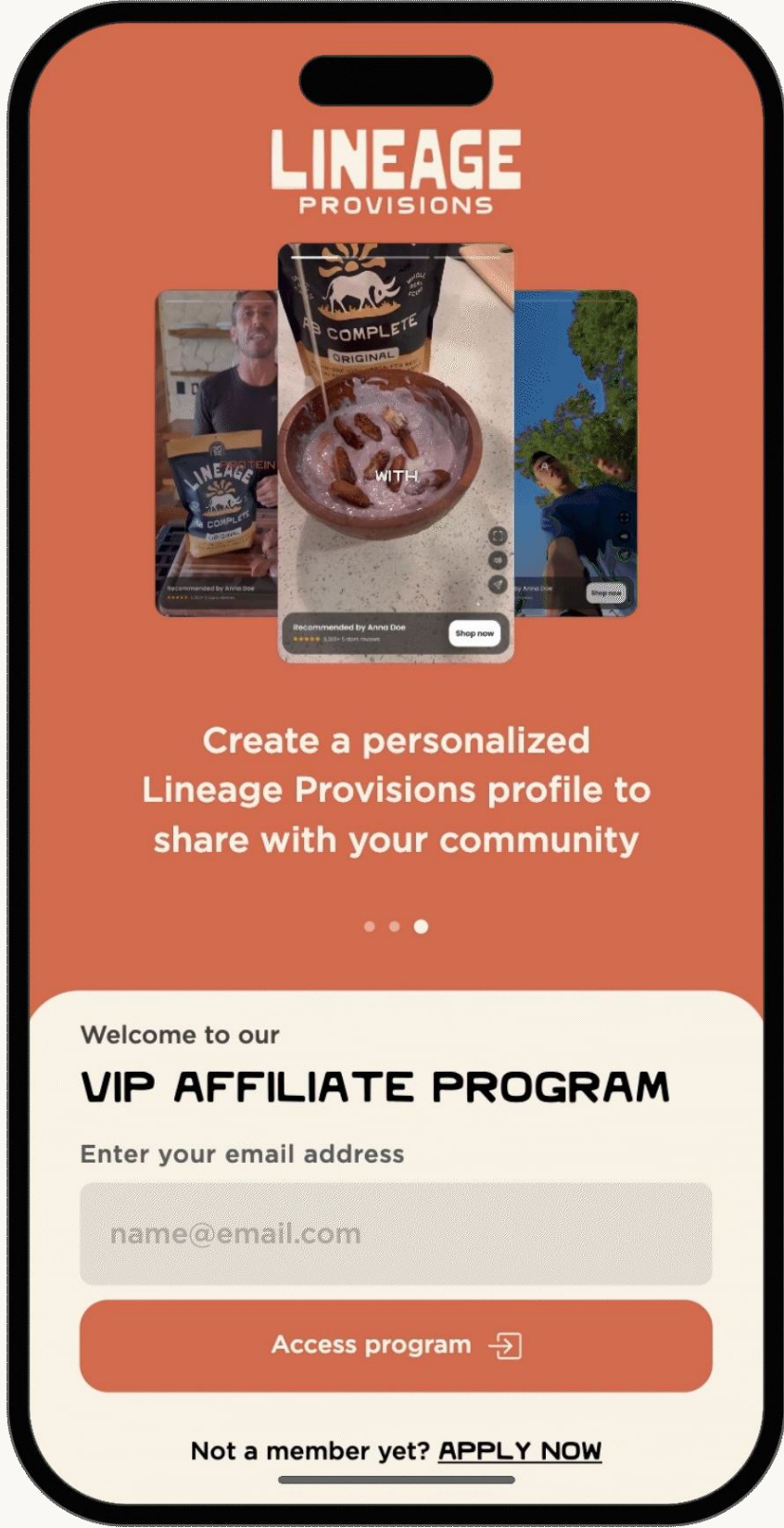
About Superfiliate

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.

Made
\$18,000
in daily revenue over
Black Friday

Drove
1,000+
conversions per month

Saved
40h+
per week via
automated workflows



Solving the scale vs. relationship dilemma

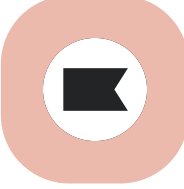
Marisa Casola, Affiliate Program Manager at Lineage Provisions, was held back by a platform that couldn’t support the relationship-first approach they envisioned. After migrating to Superfiliate just in time for a record-breaking Black Friday, Marisa now saves 40+ hours weekly using email & automation sequences to welcome & engage affiliates, manage gifting campaigns, and encourage referrals, achieving an impressive 40% affiliate engagement rate.

Features used

Using automated workflows to grow affiliate partnerships
Automated email sequences including welcome flows, gift reminders, and referral challenges activate their new affiliates & customers when they’re most engaged.

Tailored programs for every type of creator
Multi-program management allows tailored communication flows for VIP, affiliate, and referral programs in one unified platform.

Integrated with



Full-funnel gifting
Advanced gifting workflows provide complete visibility into package status, content posting, and campaign performance without manual tracking.

"Superfiliate is more than just a tool; it's an extension of our team... they’ve become a true partner in scaling our program and bringing our ideas to life."



Marisa Casola
Affiliate Program Manager
at Lineage Provisions