

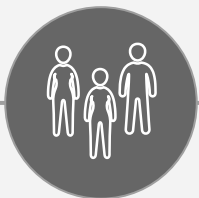


## Goal

Headline Shirts had been relying on an outdated affiliate network, described as *"non-intuitive with painfully archaic reporting."* With a goal of connecting with social influencers and expanding their program, they sought to upgrade to a flexible, innovative solution that could provide clear insights and efficient partner management tools.

## Outcome

Impact Radius provided dynamic reporting that turned their data into strategic, actionable decisions. Looking beyond just the last click, Headline was able to analyze the incremental value of each partner, easily identifying and cultivating relationships with top performers. The ability to customize agreements helped to motivate and incentivize partners for their unique contributions to sales and pay more for new vs. returning customers. They could also assign exclusive codes to the right partners and not have to worry about policing their use.



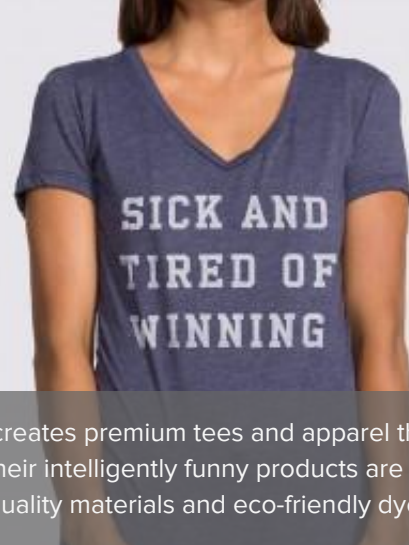
New partnerships with  
social influencers

25%

Increase in overall  
affiliate revenue

35%

Increase in affiliate  
holiday revenue



Headline creates premium tees and apparel that leave an impression. Their intelligently funny products are made with high quality materials and eco-friendly dyes.

*"Migration took less than a week and when our affiliates ported over, they were re-energized. We basically doubled our revenue right off the bat... The dashboards and custom reporting are clean, intuitive and powerful, allowing us to spend less time trying to figure out what to do and more time getting it done."*

- Chris Sanders, Marketing Manager

visit [Headline](#)

