



Goal

myFICO was running a successful affiliate program on a traditional network with their agency, iAffiliate Management. Separately, the team was also tracking “direct partnerships” in-house, that accounted for 20% of their total affiliate revenue and presented two distinct challenges. First, they did not have the reporting needed to grow and optimize. Second, the monthly payments created logistical challenges. Migrating these partners to the legacy affiliate network meant a large increase in transaction fees.

Outcome

Migrating their entire program to Impact Radius, myFICO was able to manage and pay their direct partners as easily as their traditional affiliates, using custom payment terms, and without transactions fees. They gained a comprehensive suite of reports to analyze and optimize performance. And the platform’s streamlined workflows optimized their operational efficiencies.

95%

New partner
revenue growth

9%

Avg. growth per
month

52%

Improvement in
ROAS



Used by 90% of top lenders, myFICO provides credit monitoring tools and reports to millions of Americans.

“Our legacy affiliates represent some of our most important marketing relationships. The ability to manage them directly at no extra cost means these partnerships should continue to flourish and grow our revenue”

- Mike Cohen, myFICO Affiliate Marketing

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