

Case Study

Lifting to \$2M/Month:

**Affiliboost's Full-Funnel
Tactics Power Hume Health's
Affiliate Program on Everflow**

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\$2M

in Monthly Affiliate Revenue in <1 Year

35x

Increase in Program Revenue in 6 Months

Hume Health's clinical-grade Body Pod was already a massive hit for fitness fanatics, with over a million users globally.

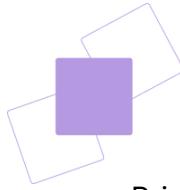
However, the team at Hume was ready to introduce the product to a much wider audience.

Hume saw a growth path through their dormant affiliate channel, but didn't want to hit a common pitfall that they have seen many of their DTC competitors fall into. They wanted to avoid brand damage caused by opening their program up to new publishers and risk sketchy traffic from unvetted network marketplaces.

By migrating to the Everflow platform, Hume established a secure "walled garden" that allowed them to vet every new partner and track every click inside Everflow. With the safety rails in place and trusted new publishers starting to deliver, Hume brought in the agency experts at Affiliboost to press the accelerator with program management and new tactics to scale the Hume Health Affiliate Program.

This combination of safer affiliate infrastructure, total program management, and new growth strategies was the recipe for the growth Hume was hunting for: **Zero to \$2 million in monthly affiliate revenue in less than one year.**

Let's dig into how Hume used Everflow's secure platform and expert guidance from Affiliboost to deliver rapid affiliate program scale through trusted publishers.



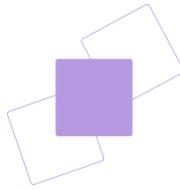
Shedding the Dead Weight: Moving Past Limitations

Prior to Everflow, Hume Health's affiliate program was being run on multiple platforms and wasn't conducive to adding new publishers due to brand safety limitations.

Hume was always looking to add more partners through their affiliate platform, but couldn't guarantee that the new affiliates would drive compliant traffic. This could impact their domain standing on Facebook, a key media buying channel. Hume was also losing program revenue through double attribution issues that can arise when using multiple platforms simultaneously.

The team at Hume needed a centralized hub and a single source of truth that allowed them to own their relationships directly. With Everflow, Hume now had a platform that acted as a controlled ecosystem, where they could curate exactly who promoted their brand, monitor total performance, and quickly make strategic growth decisions through platform data.

With the structure for scale in place, Hume looked to ramp up performance even further by partnering with a trusted performance marketing agency.



A Balanced Diet: Tech Stability Meets Expert Strategy

Targeting the Journey, Not Just the Device

Most affiliate managers look for obvious keywords when searching for quality publishers. For example, if they're selling a scale, they search for pubs ranking for "best smart scale." Razvan realized that customers buying Hume Health products were looking for a solution to a problem, not just hardware.

Razvan shifted his search, and immediately began bringing in stronger publishers for Hume. He then set his sights on an often-forgotten source of quality traffic: offline partners.

Going Offline to Get Online

Razvan next took advantage of Everflow's QR code and tracking capabilities to recruit quality offline publishers to the Hume Health Affiliate program. He approached local spas and gyms, offering them a simple way to earn commissions without complex technical setups.

These publishers can be vetted personally to ensure quality, and have proven track records of success with their fitness businesses. Naturally, the Hume Health program grew even further through these new offline partnerships.

Razvan next turned to the Everflow platform to nurture the new publishers he delivered for Hume (and bring in even more quality publishers).

Increasing Gains: Everflow Powers Growth

With Razvan executing recruitment flawlessly, Everflow's platform did the heavy lifting to measure and optimize performance. The platform aided in even more top pubs for Hume.

Sourcing Quality Media Buyers

Hume Health has always wanted to scale via media buyers, but finding compliant ones was a headache – so they moved on.

Everflow's curated Marketplace allowed Razvan to find media buyers that had already been vetted. By prioritizing quality over quantity, Hume Health achieved massive scale without the "bloat" of thousands of inactive partners.

Affilibooth utilized the Everflow Marketplace to tap into proven media buyers located inside of the Everflow platform and tap into a new revenue source for Hume's affiliate program. With media buyers joining the program, Razvan turned to Everflow platform data to optimize their performance, as well as the performance of all program publishers.



"We love the Everflow Marketplace because these publishers have proven track records of success. We can connect easily through the Marketplace and send traffic faster to clients."

Razvan Alexa, Founder/Manager at Affilibooth

Granular Optimization

When scaling to millions in revenue, knowing exactly where every dollar goes is critical. Razvan dove into Everflow's reporting and to see which publishers were making a difference.

"Being able to go very granular with the data helps us make a decision on which publishers to pay more," Razvan said.

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Automating Operational Health

Manual tasks were limiting productivity for Affibooost, as the team was busy processing thousands of orders per month from new publishers.

To free up time, Razvan took advantage of Everflow's Shopify Integration to automate returns. Previously, the team had to manually check for product returns to void commissions.

Now, the integration handles it automatically and saves countless hours in the process.

“With the Shopify integration taking returns off of our plate, we could focus on activating the new publishers joining the Hume Health program,” Razvan said.

This level of growth doesn't happen by accident. It requires the right platform and tracking capabilities coupled with a hyper-targeted strategy. Hume's results speak for themselves.

The Transformation: From Zero to \$2M

Affibooost successfully scaled Hume Health's affiliate program by combining human expertise with Everflow's flexible technology.

Affibooost delivered this growth by:

- Executing a full-funnel strategy, targeting partners ranking for outcomes like "weight loss journey," keywords rather than just product reviews
- Leveraging Everflow's Marketplace to recruit high-value media buyers that legacy platform marketplaces couldn't deliver
- Bridging offline and online channels by equipping gyms and spas with trackable QR codes.
- Utilizing granular reporting to proactively adjust payouts and optimize top-of-funnel vs. bottom-of-funnel traffic.
- Automating operations via Shopify integration to handle thousands of orders and returns without manual input..

By switching to a curated strategy on a secure platform, Hume Health proves that the only thing standing between a brand and \$2 million in monthly revenue is the confidence to scale safely.

Learn More



To learn more about Hume Health,
please visit: Humehealth.com/.



To learn more about Affiliboost,
please visit: Affiliboost.com/.



Learn more about Everflow's Partner
Marketing Platform: everflow.io/demo.