

# Case Study

## Breaking the Wellness Scale Barrier:

How Impact Brands Combined  
Everflow & AIM Agency for  
433% Growth

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# \$12M

in Affiliate Payouts During First Year

# 433%

Increase in Program Revenue in One Year

Sure, scaling a single affiliate program is a challenge.

But scaling an entire portfolio of ten distinct brands with one centralized team requires serious infrastructure that minimizes friction.

As a global wellness company managing a portfolio ranging from nutrition to beauty, Impact Brands needed a way to handle this complexity without slowing down. The friction was most apparent within their flagship division, the Pure Health Research affiliate program. While this vertical was growing, the team's legacy technology was creating operational bottlenecks.

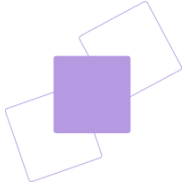
Lukas Sazenis, Head of Affiliates at Impact Brands, described the reality as "a mess," characterized by manual reporting and inconsistent attribution. Instead of optimizing their top revenue driver, the team was spending time resolving tracking issues.

The team made two pivotal decisions to address this:

- Centralizing their affiliate operation on Everflow to solve tracking and reporting.
- Engaging All Inclusive Marketing (AIM) to accelerate the PureHealth Research program.

The combination of reliable tech and expert management produced significant results: **affiliate payouts grew from \$2.2 million to \$12 million in the first year.**

So, how did they do it?



## The Diagnosis: Systemic Inefficiency

Impact Brands' previous platform posed significant operational hurdles for simple tasks. Even tasks as basic as setting up custom payouts or rolling out a time-sensitive offer for partners became tedious and time-consuming.

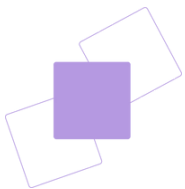
"We had to create a new offer for each affiliate," Lukas explained regarding custom CPAs. "We couldn't even do time-frame offers."

And so the team was spending more time managing their tools versus scaling their programs.



*"What I love personally about Everflow is the live chat support. If I run into any issues or problems, I can probably find a solution in an hour, tops."*

**Lukas Sazenis, Head of Affiliates at Impact Brands**



## The Treatment Plan: Everflow Tech + AIM Strategy

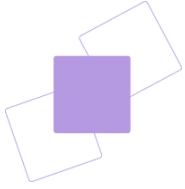
Coming up with a cure for this inefficiency required the two-part strategy detailed below.

### Part 1: The Platform Foundation

A smooth migration to Everflow solved their foundational issues. The team had reliable tracking, centralized reporting, and flexibility. The platform switch also came with an unexpected operational upside: speed of support.

### Part 2: The Agency Accelerator

Of course, infrastructure alone doesn't guarantee growth. Impact Brands brought in AIM for management duties, specifically for PureHealth Research. This targeted approach proved efficient, demonstrating that companies don't need an agency for every brand to see success.



# The Regimen: How AIM Supported 433% Growth on Everflow

AIM focused on partner acquisition, identifying and onboarding partners suited for the PureHealth products, including sub-networks, and top-tier coupon/deal affiliates.

## Step 1: Strategic Partner Acquisition

They executed a "down-funnel play," recognizing that supplement and nutrition products are often purchased at that stage where customers are hunting for deals.

## Step 2: Leveraging Platform Flexibility for Incentives

With Everflow's platform, AIM executed strategies that their former system blocked. They rolled out targeted incentives and set up increased CPAs in advance for specific time frames. This functionality allowed them to attract and motivate top affiliates with less manual legwork.

## Step 3: Using Data to Optimize & Scale

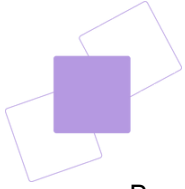
Everflow's reporting replaced inconsistent manual data. AIM used the new data to segment and analyze performance by brand, campaign, or by a specific URL. With this visibility, AIM and the Impact Brands team could make decisions in real time.

*"You get a lot of clients who think, 'If I get an agency...We need it for everything.'"*

*But you know what? They don't need it for all of their brands. So, it's nice to show that you can still partner with an agency where needed and just have that success."*

**Ashley Klotz, Brand Marketing Manager at AIM**





## A Clean Bill of Health: Operational Efficiency

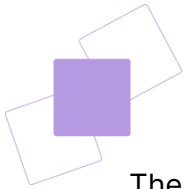
Beyond the \$10M revenue boost, the team improved operational efficiency. Thanks to Everflow's centralized platform, the team can manage more volume with the same resources.

**"We could manage more brands, affiliates, and overall campaigns using the same-sized team," Lukas said.**

All Inclusive Marketing (AIM) delivered this growth by:

- Developing a KPI-driven strategy, complete with bi-weekly meetings and Slack support.
- Executing a partner acquisition plan, targeting key sub-networks, and "down-funnel" affiliates.
- Bringing vertical-specific insights that work in the supplement space.
- Leveraging Everflow's features, using granular data to make smarter decisions, and creating time-based, custom CPA rules to motivate partners.

By aligning a centralized technology stack with a strategic agency partner, the company created an environment for growth.



## The Next Chapter

The framework established by the PureHealth Research program has set the stage for expansion. Impact Brands is already preparing to move beyond its current focus on nutrition, supplements, and beauty. Lukas Sazenis confirmed plans to test new verticals, including health gadgets, ensuring their growth trajectory continues.

**IMPACT  
BRANDS**

To learn more about Impact Brands please visit: <https://theimpactbrands.com/>

 **AIM**  
All Inclusive Marketing

To learn more about All Inclusive Marketing please visit: <https://www.allinclusivemarketing.com/>.

 **EVERFLOW**

To get a demo of the award-winning Everflow partner marketing platform, please visit: <https://www.everflow.io/demo>.