

DirectAsia transformed its affiliate program with Lodestar Marketing on impact.com to boost sales by 50%



Situation

Untapped potential in an outdated affiliate program limits growth potential

[DirectAsia](#), a growing Southeast Asian travel insurance brand, had ambitious plans to expand its digital presence and drive customer acquisition through partnerships.

However, its traditional affiliate network had become a significant barrier to growth rather than an enabler of success.

The insurance company faced multiple challenges with its existing affiliate system:

- **Limited visibility:** DirectAsia had no insight into whether sales came from new or existing customers, making strategic optimization nearly impossible. Some partners drove substantial traffic, but generated virtually no sales, wasting valuable marketing resources.
- **Inefficient payment structure:** The rigid, fixed-fee model meant DirectAsia sometimes paid referral fees dramatically out of proportion to the actual sale value — in one case, seven times more than the policy's worth.
- **Narrow partner ecosystem:** Without access to a diverse marketplace of vetted affiliates, DirectAsia's program remained limited in scope and reach, with purely organic growth and no strategic expansion.
- **Lack of regional expertise:** Their original affiliate platform's support team wasn't based in Southeast Asia, resulting in missed opportunities due to limited local market knowledge.

Situation (cont.)

Untapped potential in an outdated affiliate program limits growth potential

Recognizing these challenges, DirectAsia engaged [Lodestar Marketing](#), a specialised APAC affiliate and partnership marketing agency, to help assess and revitalize its partnership strategy. Lodestar's comprehensive program audit confirmed what DirectAsia suspected — the team needed a fundamental transformation of their affiliate approach.

DirectAsia required a sophisticated partnership platform that could provide data-driven insights, flexible commission structures, and access to a diverse affiliate ecosystem, all while maintaining strong return on ad spend (ROAS). As an established partner with impact.com, Lodestar recommended the platform to transform DirectAsia's affiliate programme from an underperforming channel into a strategic growth driver in the competitive Southeast Asian market.



Solution

Transforming growth with impact.com's partnership platform

After identifying their challenges, DirectAsia needed a partnership platform to deliver the robust capabilities required for their program's transformation.

impact.com offered precisely what DirectAsia's revitalized program needed:

- **Extensive partner marketplace:** Access to a diverse ecosystem of vetted affiliates, expanding beyond DirectAsia's limited partner pool
- **Flexible contracting capabilities:** Sophisticated tools for negotiating customized terms with various partner types, moving beyond one-size-fits-all agreements
- **Dynamic referral reward structures:** Granular control over referral rewards based on customer value, policy type, and new versus returning customers

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Working with the impact.com team continues to improve both efficiency and workflow for how we support our brand partnership programs. It's been a pleasure to work with the DirectAsia team as well, who continue to engage and support program growth opportunities. We look forward to continuing the success that has been achieved so far.

Catharina Maya
Senior Partnerships
Manager, Lodestar
Marketing



Solution (cont.)

Transforming growth with impact.com's partnership platform

With impact.com selected as their platform, DirectAsia worked with Lodestar Marketing to implement the transition. The agency leveraged its experience with impact.com to ensure a smooth migration process for DirectAsia's existing partners.

The implementation began with transferring DirectAsia's 18 priority affiliates to impact.com's SaaS-based environment. Using impact.com's Marketplace platform, DirectAsia gained access to a significantly broader range of potential partners. In contrast, the platform's automated workflow tools streamlined the vetting and approval process, saving DirectAsia valuable time and resources.

One of the most transformative changes came through impact.com's customizable contracting tools. DirectAsia shifted from its problematic fixed-fee model to a percentage-of-policy-value approach, which immediately aligned partner compensation with actual business value.

Solution (cont.)

Transforming growth with impact.com's partnership platform

This strategic change meant DirectAsia could now:

- **Accurately predict return on investment** from the outset of each partnership
- **Eliminate the costly imbalances** where referral fees sometimes exceed policy value
- **Offer more competitive terms** to high-performing partners
- **Scale its program** confidently with predictable economics

With impact.com's advanced tracking and reporting capabilities, DirectAsia gained unprecedented visibility into the partnership channel. The team could now identify the most valuable partners, understand customer acquisition patterns, and make informed, data-driven decisions about their affiliate strategy.

Through the recruitment and optimisation efforts of the Lodestar team, the transformation resulted in DirectAsia working with a substantially more diverse partner ecosystem, including content creators, loyalty programs, publisher sites, and various other affiliate types, creating multiple pathways for sustainable growth.





“Working with the Lodestar Marketing team and impact.com has been a great experience so far. We were really impressed with the way that the migration process was handled plus the ease of use of the impact.com platform that allows me to get to the information that I need quickly and efficiently.”



Eric Chua

Digital Marketing Lead,
DirectAsia

Outcome

Driving exceptional growth while increasing orders by 85 percent

DirectAsia's transformation from an outdated affiliate system to impact.com's sophisticated partnership platform has delivered remarkable results. The insurance brand now enjoys the strategic advantages of a state-of-the-art affiliate program that drives significant business growth while maintaining cost efficiency.

The most impressive aspect of this transformation is that DirectAsia achieved these substantial improvements with minimal additional investment — program costs increased by just 1-2 percent while delivering extraordinary returns.

Since launching on impact.com, DirectAsia has seen exceptional year-over-year performance compared to the same period in 2023:

- Return on ad spend (ROAS) improvement from 8.8:1 to 10.1:1 showing enhanced program efficiency

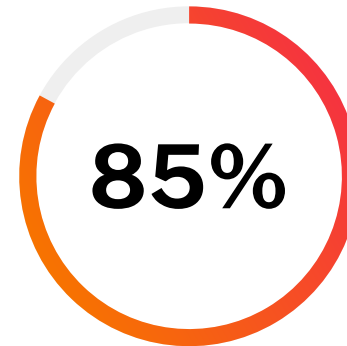


Outcome (cont.)

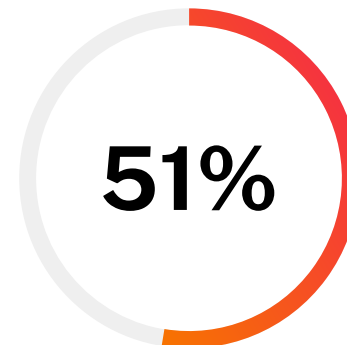
Driving exceptional growth while increasing orders by 85 percent

These impressive metrics reflect how impact.com's platform capabilities addressed DirectAsia's core challenges:

- **Partner diversity:** DirectAsia now engages with a wide range of affiliate types through impact.com's marketplace, expanding their reach beyond their previous limited network
- **Optimised payment structure:** The shift to percentage-based referral fees through impact.com's contracting tools has aligned partner compensation with business value
- **Data-driven decisions:** impact.com's reporting capabilities have given DirectAsia visibility to identify and invest in their highest-performing partnerships



increase in orders,
demonstrating
significantly
improved
conversion rates



growth in sales,
driving substantial
revenue expansion