

# How Rollie Nation achieved 76% revenue growth through strategic affiliate marketing



# Situation

## Australian footwear brand hits global expansion roadblocks

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### The challenge: scaling beyond platform limitations

When Australian comfort footwear innovator [Rollie Nation](#) set out to bring its revolutionary shoe technology to customers worldwide, the team knew affiliate marketing would be key to support their success. Having already expanded to 11 countries, including Australia, New Zealand, Korea, Japan, and the USA, Rollie Nation was determined to accelerate their global growth.

**Their initial affiliate marketing efforts showed promise, but Rollie Nation's ambitious team quickly discovered their existing platform couldn't keep pace with expansion goals.**

The brand faced three critical challenges that were holding back their international growth through partnerships:

- **Limited partner discovery capabilities** that made finding quality affiliates time-intensive and inefficient
- **One-size-fits-all commission structures** that failed to incentivise their most valuable partners
- **Manual campaign management processes** that consumed valuable resources and limited scalability

These limitations were unacceptable for a brand committed to serving "day warriors" around the world. Rollie Nation needed a solution that could match its ambition for global impact.

# About

## Rollie Nation

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### Comfort innovation meets global ambition

Rollie Nation creates some of the world's most comfortable shoes by integrating sports technology into everyday footwear. Founded in 2012 by Vince Lebon, the brand has built its reputation on fashion-focused lightweight, comfortable shoes that look as good as they feel.

The company's mission extends beyond comfort — it exists to inspire "day warriors" who are motivated by achievement and want to accomplish something bigger than themselves.

**This philosophy drives everything from product development to their approach to global expansion.**



## Solution

### Rollie Nation transforms their affiliate strategy with advanced partnership technology

#### Strategic partnership platform migration

In 2023, Rollie Nation made the strategic decision to migrate its affiliate program to impact.com, seeking a platform that could support the team's aggressive growth objectives. The transition gave Rollie Nation access to enterprise-level partnership management tools designed for brands with global ambitions.

#### Key strategic improvements implemented

**Enhanced partner discovery and recruitment:** Rollie Nation leveraged impact.com's Discover & Recruit marketplace to efficiently identify pre-vetted partners across multiple categories. Instead of spending countless hours researching potential affiliates, the team could quickly connect with travel publishers, footwear influencers, and other relevant partners who aligned with their brand values and customer demographics.

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*Since bringing on impact.com, we've built a more focused and efficient affiliate program designed to attract high-quality partners and scale sustainably.*

**Viona Phan**  
Performance Analyst  
Rollie Nation



## Solution (cont.)

**Rollie Nation transforms their affiliate strategy with advanced partnership technology**

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**Customised partnership management:** The brand implemented Dynamic Payouts and flexible contract templates to create tailored partnership agreements. This strategic approach allowed Rollie Nation to:

- Offer competitive commission rates based on partner performance
- Implement shared attribution tracking for more accurate measurement
- Create lasting relationships with high-value affiliates through personalised incentive structures

**Automated campaign optimisation:** Rollie Nation streamlined its campaign management by automating promotion code generation, campaign scheduling, and partner communications.

Situation



**Solution**



Outcome

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## Solution (cont.)

Rollie Nation transforms their affiliate strategy with advanced partnership technology

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This automation eliminated manual processes and ensured consistent partner engagement while freeing up team resources for strategic initiatives.

**Integrated performance analytics:** The new platform provided comprehensive performance tracking and reporting capabilities, enabling Rollie Nation to make data-driven decisions about partner relationships and campaign optimisation without switching between multiple tools.



## Outcome

Record-breaking growth and global market expansion

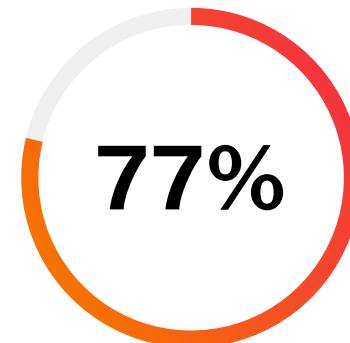
### Exceptional year-over-year performance results

Rollie Nation's strategic platform migration delivered remarkable results within the first year:

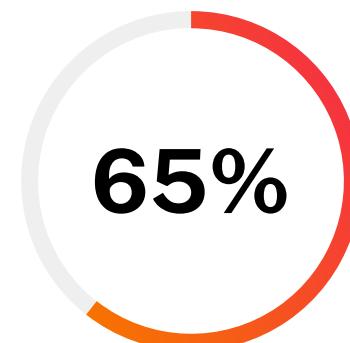
#### Return on investment success:

- **79% improvement in ROAS** within 12 months
- **34% conversion rate** achieved with new affiliate partners in 2024
- **43% of customers are first-time buyers**, demonstrating successful new customer acquisition

This growth has been driven by both expanded partnerships and deeper relationships with key partners.



increase in total revenue year-over-year



increase in customer actions across all markets



improvement in average order value

## Outcome (cont.)

### Record-breaking growth and global market expansion

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Strategic partnerships with major loyalty programs have delivered exceptional results, with some partners seeing action increases of up to 89% and revenue growth approaching 100% year-over-year.

#### Strategic market expansion achievements

Rollie Nation's enhanced affiliate programme has enabled the brand to:

- **Establish stronger market presence in Australia and New Zealand**
- **Successfully onboard strategic partners** that align with their brand mission
- **Scale international operations efficiently** while maintaining quality partnerships

The results speak to Rollie Nation's strategic vision and execution. By choosing the right technology partner and implementing a data-driven approach to affiliate marketing, the brand has positioned itself for continued global expansion while significantly improving profitability.

