

# How full-funnel transparency drove **3,755% ROI** for Taylor & Hart



# Situation

## A partnership program that couldn't support a high-consideration purchase

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[Taylor & Hart](#) designs engagement rings shaped around each couple's story. Every ring is created through direct collaboration between the customer and the design team.

It's emotional, it's personal, and for purchases of this scale and significance, trust plays a central role from the first moment a customer begins researching.

This type of purchase unfolds slowly. People browse proposal planning blogs, follow creators, compare styles, and book consultations before committing — meaning that the brand relies on partnerships to reach customers at the earliest stages of proposal planning.

Supporting that long path to purchase required a clear view of how buyers moved from the first spark of interest to consultation — and which partners shaped intent along the way.

But they did not have that. Their affiliate setup left them blind to early influence and vulnerable to fraud, making it impossible to trust or act on their data. Their previous setup offered:

### Limited visibility into early-funnel influence

Without insight into the early stages of the customer journey, Taylor & Hart had no reliable way to understand who was truly shaping intent.

- Only final sales were tracked, leaving upper-funnel influence invisible
- Creators and content publishers who guided early research received no credit
- Cashback sites captured last-click conversions and overshadowed other partners

## Situation (*cont.*)

A partnership program that couldn't support a high-consideration purchase

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- Only final sales were tracked, leaving upper-funnel influence invisible

### **Rampant fraud undermined data integrity**

Roughly 35% of the program's transactions and clicks were fraudulent, distorting performance data and making it impossible to trust what the affiliate channel was actually delivering.

- The program accumulated suspicious click and conversion patterns
- Conversion rates were shockingly low across the whole program
- Traffic from subnetworks couldn't be traced or verified
- Suspicious activity skewed reporting and weakened partner confidence

## Situation (*cont.*)

A partnership program that couldn't support a high-consideration purchase

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- The team frequently questioned whether results reflected genuine customer behavior

### No owner, no system, no way to scale

With no dedicated owner managing the channel and disconnected tools, the team couldn't run the program efficiently or scale it strategically.

- Multiple contributors managed onboarding, contracting, refunds, and reporting across several systems
- The partnership channel wasn't connected to Salesforce, forcing the team to reconcile leads, consultations, cancellations, and sales manually
- Uniform commissions were applied to all partners regardless of contribution, limiting the ability to retain and reward the best performers

- Only final sales were tracked, leaving upper-funnel influence invisible

Without full-funnel tracking, reliable fraud monitoring, or unified reporting, the channel couldn't support the brand's broader growth plans.

**The team needed a partnership model that matched their focus on trust, accountability, and a clear view of customer behavior, along with a platform that could integrate with Salesforce to connect leads, consultations, and sales in one place.**

# About

## Taylor & Hart

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[Taylor & Hart](#) is a London-based luxury jeweler specializing in custom engagement and wedding rings designed through a collaborative, story-driven process. By combining exceptional craftsmanship with technology that places customers at the center of every decision, the brand transforms personal stories into one-of-a-kind rings made with transparency, intention, and joy.

With showrooms in London and New York, and virtual consultations available worldwide, Taylor & Hart serves customers across the UK, US, and Australia — ensuring that every couple, regardless of their location, can create a ring as meaningful as the moment it represents.







## Solution

Building a transparent, scalable system grounded in verified data

To address the blind spots and unreliable reporting that hindered their program, Taylor & Hart required a platform that provided accurate data, full-funnel visibility, and automated workflows to restore trust in the channel.

impact.com provided that foundation by combining transparency, fraud protection, and commissioning flexibility in one connected ecosystem.

Instead of relying on fragmented tools and unverified traffic, the team gained:

- End-to-end visibility across leads, consultations, and sales
- Real-time fraud detection and subnetwork traffic transparency
- Automated contracting, reconciliation, and partner management

Situation



**Solution**



Outcome

## Solution (cont.)

### Building a transparent, scalable system grounded in verified data

- Commissioning models aligned to early influence as well as final conversion
- A unified data view that supported strategic decision-making

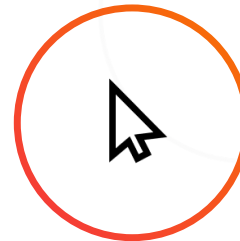
With these building blocks in place, Taylor & Hart could finally run a program rooted in clarity, trust, and verified performance data.

#### Salesforce integration created a single source of truth

The **impact.com Salesforce integration** connected every conversion point in the customer journey, becoming the backbone of Taylor & Hart's new data infrastructure:

- Leads, consultations, and sales were unified in one system

- Manual cancellation and refund reconciliation was eliminated through automation
- Every touchpoint could be attributed correctly, enabling true full-funnel measurement
- The team could see which partners drove early-funnel interest versus final sales
- Reporting moved from fragmented to cohesive, providing insight into customer behavior across a long consideration cycle



This was the first time Taylor & Hart could see the full story behind each customer's path to purchase without relying on last-click assumptions.

## Solution (cont.)

Building a transparent, scalable system grounded in verified data

Lead tracking fundamentally changed their recruitment strategy, giving them the confidence to invest in early-funnel creators and publishers who had always been critical, but previously invisible.

Closed user groups (CUGs) were a prime example — highly impactful during research but previously uncredited due to measurement gaps. Taylor & Hart found that these partners drove the highest volume and strongest quality leads, making them essential during the most decisive stages of the customer journey.

Historically, CUGs required upfront flat-fee investments for promotional placements. The new visibility provided by impact.com allowed the brand to rethink this model, rewarding them based on the qualified intent they generated.





## Solution (cont.)

### Building a transparent, scalable system grounded in verified data

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By shifting to lead-based incentives that reflected their role in the funnel, Taylor & Hart could compensate CUGs for their influence early in the journey instead of the final click. This data-driven strategy ultimately strengthened relationships across their CUG portfolio, allowing the team to allocate their budget more effectively and negotiate placements more efficiently. Today, CUGs stand among Taylor & Hart's most effective acquisition channels.

#### **Fraud detection and event risk reports restored data integrity**

Before impact.com, fraud had been one of the biggest barriers to the program's success. It skewed performance, inflated spending, and undermined trust in the channel. Fraud resolution became the prerequisite for every other improvement the team wanted to make.

#### **With impact.com's Real-Time Monitoring, the team restored control:**

- Event Risk Reports flagged irregular behavior instantly
- Suspicious click patterns and conversion timing were identified
- Subnetwork URL visibility revealed exactly where traffic originated
- Low-quality or unverifiable placements were removed before they distorted performance

By removing invalid activity and exposing exactly where traffic came from, Taylor & Hart eliminated the noise that previously corrupted their performance data.



*“Our biggest 'aha moment' came when we realized the full potential of tracking leads alongside sales. For the first time, we could see which partners were driving high-quality traffic and real engagement at the top of the funnel, not just final conversions. That insight completely changed how we incentivize and engage partners.”*



**Annie Gateva**

Affiliate & Partnerships Manager  
Taylor & Hart

## Solution (cont.)

Building a transparent, scalable system grounded in verified data

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### This restored trust across every stakeholder:

- Leadership finally believed the numbers
- Partners felt secure in the accuracy of traffic attribution
- The team could make decisions based on genuine customer activity

This shift allowed them to move from reactive problem-solving to proactive protection, establishing the channel's potential as a high-quality growth source.

### Flexible commissioning and operational automation realigned partner incentives

With core visibility and fraud control in place, the team could finally build a program aligned to partner roles across the funnel.

### impact.com enabled:

- Dynamic commissioning structures that rewarded content creators, proposal planning blogs, and lifestyle publishers for the leads their role in the customer journey
- Higher rates for partners driving final purchases, with the ability to restrict commission when specific promo codes were used to maintain margin control
- Automated contracting and onboarding that removed repetitive manual steps
- Accurate, automatic payments and reversals that reinforced partner trust
- A single workflow that one manager could oversee without juggling multiple platforms

## Solution (cont.)

Building a transparent, scalable system grounded in verified data

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Operational friction dropped sharply, letting the team shift focus from administration to growth.

### Advanced discovery and optimization tools refined partner recruitment

The platform's discovery and reporting tools expanded Taylor & Hart's ability to recruit and optimize partners that aligned with their goals:

- **Creator Discovery** opened opportunities to identify creators aligned with their brand, laying the groundwork for future partnerships
- **Extended Search** surfaced content partners writing about engagement rings and related topics
- **Prospects and Groups** organized outreach, segmentation, and communication in one place

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*We no longer need a separate internal CRM to manage partners. With impact.com's Prospects and Groups, we can segment partners by agreement stage and funnel stage — top, middle, and bottom — allowing us to apply tailored strategies for each group.*

**Annie Gateva**

Affiliate & Partnerships  
Manager, Taylor & Hart



## Solution (cont.)

### Building a transparent, scalable system grounded in verified data

- **Advanced Action Listing** consolidated data such as ROI, click-to-conversion timing, device performance, and promo code use into a single report for precise optimization

With verified data at their disposal, these tools allowed the team to quickly identify high-quality partners, refine commissioning, and scale the channel with confidence.

#### Transparency and trust turned partnerships into a reliable growth driver

As soon as Taylor & Hart gained protection against invalid activity and visibility across the entire customer journey, the affiliate channel shifted from a reactive, opaque function to a reliable source of growth.

Verified data replaced assumptions.

Influence became measurable. Partnerships strengthened because incentives were aligned with how customers actually shop for high-consideration purchases. The clarity that defines their jewelry finally extended to their partnership program.







*“Partnering with impact.com has completely transformed how we manage our affiliate and partnership program. The platform’s flexibility — from custom contracts and advanced tracking to Creator Discovery — has allowed us to streamline operations, manage all partners in one place, and reward the right behaviors across the full customer journey. Discovering, onboarding, and optimizing partners is effortless, while built-in fraud protection and automated payments give us peace of mind.”*



**Annie Gateva**

Affiliate & Partnerships Manager  
Taylor & Hart

## Outcome

A transparent, high-performing program managed by a single affiliate lead

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The move to full-funnel tracking reshaped how Taylor & Hart operated its partnership program. With verified data guiding decisions, the team could focus on growth rather than maintenance. Partner influence became clear, the channel stabilized, and conversations with publishers shifted from basic updates to strategic planning.

### What clean data revealed

With a trusted data set in place, the performance lift was unmistakable:

- 60% increase in leads
- 123% boost in transactions
- £450K revenue (57% lift)
- 3,755% ROI



123%

boost in transactions



£450K

in revenue



3,755%

ROI

## Outcome (*cont.*)

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These outcomes were not just improvements in volume — they were the direct result of replacing polluted data with reliable insights.

Leadership gained confidence in the channel's data, partners saw their contributions reflected in reporting, and internal teams could finally rely on accurate insights for planning.

### **One person runs what previously required a team**

The combination of clean data and fraud protection reshaped the team's workflows, streamlining processes and strengthening decision-making.

Manual processes, fraud checks, payment tracking, and basic reporting had previously required involvement from multiple contributors.

With automation managing those workflows, a single affiliate lead could run the entire program and focus on growth activities such as:

- Recruiting complementary brand partners in similar categories
- Building relationships with creators who highlight craftsmanship
- Testing commissioning models to understand what motivates each partner type
- Using Advanced Action Listing to analyze click-to-conversion timing, device performance, and promo code activity
- Sharing clear performance insights that strengthen partner engagement

## Outcome (cont.)

A transparent, high-performing program managed by a single affiliate lead

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Fraud protection, subnetwork visibility, and multi-stage tracking confirmed which partners shaped intent and which ones converted final purchases. Partners who influence early research now receive credit for their contribution, while cashback sites are rewarded accurately without absorbing influence they did not create.

### A channel leadership can finally trust

By grounding the program in verified data, Taylor & Hart created a reliable barometer for the business. Insights that were once distorted or invisible now reveal shifts in demand, marketing effectiveness, and emerging trends across their markets — a role the channel could never play before transparency was restored.

The program now reflects the same precision and intention that define Taylor & Hart's jewelry.

Transparency became their growth engine, giving them a system they can scale confidently across the UK, US, and Australian markets.

