

How Mary Ruth's Uses Klear to Scale Affiliate Sales

Klear enables Mary Ruth's to:



Scale its influencer marketing to 1000+ creators



Calculate influencer ROI on a macro and micro level



Reduce manual efforts by 1000s of man-hours

The dilemma

Gaining traction in a saturated market like supplements and vitamins is no easy feat. The number of competitors and the presence of established brands increases the challenge for visibility. To help spur conversions, liquid vegan vitamin and supplement brand Mary Ruth's chose an affiliate sales model and needed an easy way to recruit, track, and pay their creators.

Switching from a different influencer platform to Klear wasn't a copy-and-paste effort. The brand needed to get specific on what it needed from Klear and understand the platform's unique features and best use cases. Here's a closer look at how Klear provided Mary Ruth's a better way to scale their influencer marketing and create a smooth transition to a new platform.

Create 8-Figure Sales with Affiliates

Sales are the lifeblood of every product-based business. To achieve a high bar of 8-figure annual sales, the team turned to affiliate marketing to pay influencers based on performance. This takes the guesswork out of creating content that doesn't align with the brand, isn't a good brand/creator match, or otherwise misses the mark. The brand can also pay out commissions based on Klear data, which tracks clicks and conversions automatically.

Scale Influencer Program to 1000+ Creators

To achieve a lofty 8-figure sales goal, the in-house team needed to build a creator army to drive awareness and sales. They implemented Klear's Recruit feature, which helped them take an inbound approach to influencer marketing. Rather than conducting cold outreach one by one, a portal helped to drive interested creators to them. From there, they used Klear to vet interested parties and start the product seeding process. This saved 1000s of man-hours by removing much of the manual effort, plus it enabled the brand to build a team of more than 1,000 content creators to create sales campaigns.

Gain Visibility into Micro and Macro Performances

Communication and visibility were big factors in Mary Ruth's decision to switch to Klear. Klear streamlined the process of product seeding and provided insights at-a-glance so in-house teams could see the real-time impact of influencer marketing. This made it simple to see which influencers are producing the greatest ROI. Klear Connect also allows influencers to self-serve when it comes to tracking commissions and payouts.