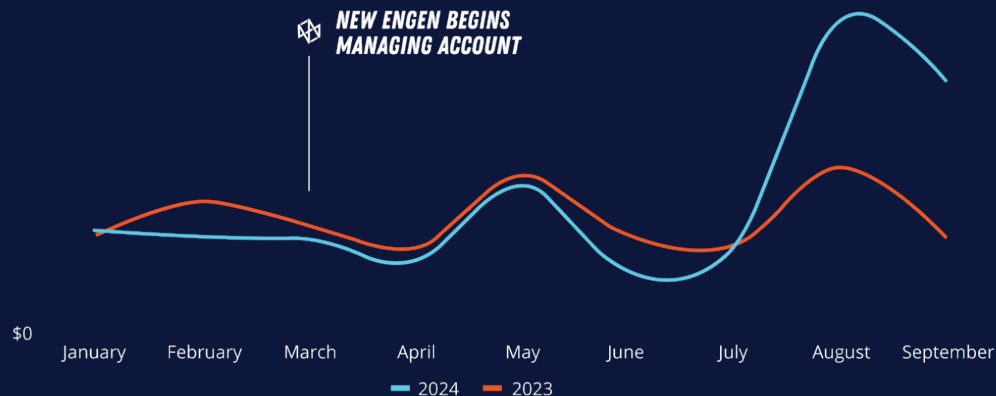


Scaling Strategic Partnerships To Unlock New Revenue For Cotopaxi



CASE STUDY

The Challenge:

- Cotopaxi's heavy reliance on bottom-of-funnel partners and passive, **"set-it-and-forget-it" content partnerships, were not delivering scalable growth**

Our Strategy:

- Negotiated better terms with content partners** and eliminated sales opportunities lost due to crediting discrepancies
- Deployed a proactive PR-style pitching approach** to provide partners with timely visibility into key events
- Focused on **onboarding high-value partners** aligned with Cotopaxi's revenue goals, including Cartera, Capital One Shopping, and BNPL services such as Klarna

Results:

- Cotopaxi's affiliate strategy began to mature and scale.
- Net revenue skyrocketed to **+91% YoY** in August 2024
- In September yearly comps were up **+169%**.