

The Value Added Through Partner Optimization and Unparalleled Affiliate Expertise

How Ikon Digital Media Scaled
Breeo's DTC Affiliate Marketing
Programs





Industry: Retail – Outdoor Living

Company Size: 51-100

Location: Pennsylvania

● Challenge

Breeo, a premium American-made fire pit brand known for its smokeless technology and rugged craftsmanship, came to the affiliate channel with a mission: drive aggressive growth while preserving brand integrity. They weren't just looking for conversions—they wanted to build a high-impact partner ecosystem that could educate, inspire, and convert across the full customer journey.

At launch, Breeo outlined four key priorities:

- Expand brand visibility through premium content placements that told the Breeo story and resonated with outdoor and lifestyle audiences.
- Acquire new customers by targeting first-time buyers and reaching shoppers unfamiliar with the smokeless fire pit category.
- Leverage affiliate as a trust-building channel, working with authoritative publishers, content creators, and loyalty partners to establish credibility and drive top-of-funnel influence.
- Deliver efficient performance by optimizing placements around return on ad spend (ROAS) and lifetime value (LTV).

The challenge was to build a strategic, full-funnel program from the previous managers—recruiting and activating partners across content, loyalty, cashback, and sub-affiliate verticals, while ensuring strong attribution across direct to customer markets. Breeo's approach emphasized quality over quantity, focusing on high-intent touchpoints and long-term value rather than short-term volume.

● Performance Snapshot

Exceptional Growth YoY Under
Agency D2C Management

↑ 15.63x

Average ROAS in the first year of
program management

DTC Affiliate Channel Growth: First Three Months Under Management

↑ 175%

Revenue growth

↑ 39%

Conversion Rate growth

↑ 130%

Order Volume Growth

\$3,350,000+

Total affiliate revenue driven in the first year

● Featured affiliate content from the following partners:

OUTDOORLIFE

The New York Times

Wirecutter

CNET



the
spruce

FOOD&WINE

GEARJUNKIE

INSIDEHOOK

yardiac

Results

We identified a brand that was underperforming in the affiliate space and transformed it into a full-funnel program generating over \$3M in annual revenue—exclusively through affiliate.

By building a well-rounded publisher mix across key verticals like loyalty, cashback, and content, and leveraging our deep relationships with top-performing partners, we created a high-impact, scalable program. Our strategic approach has delivered steady year-over-year growth and positioned affiliate as one of the brand's most profitable channels.

Growth Summary

In just one year under Ikon Digital Media's management, Breeo's affiliate program scaled into a \$3.6M revenue channel—entirely driven by affiliate partnerships. In the first three months alone, the program delivered a 175% revenue increase, with order volume up 130% and conversion rates growing by 39%. The program's strongest month generated over \$615K in revenue, highlighting the impact of a strategically optimized partner mix. By focusing on high-intent publishers and placement, Breeo achieved an average ROAS of 15.63x in the first year of program management, while never falling below 12.88x. Ikon Digital Media turned affiliate from an underutilized channel into one of Breeo's most powerful growth engines.

**We've done it before.
We can do it for you.**

Let's talk

IKONDIGITALMEDIA.COM

