

CASE STUDY

HOW IKON DIGITAL MEDIA SCALED
REDWOOD OUTDOORS'
DIRECT-TO-CONSUMER AFFILIATE
MARKETING PROGRAM



REDWOOD
OUTDOORS



REDWOOD
OUTDOORS

Industry: Retail -
Health & Personal Care

USA's #1 Sauna and Cold Plunge
Supplier

Location: Kent, Washington



● Challenge

When Redwood Outdoors partnered with Ikon Digital Media, their affiliate program was in its early stages. They were live on an affiliate network but primarily reliant on CPC partners and a handful of influencers. The structure lacked the scale, diversity, and strategic focus needed to unlock the full value of the channel. As a premium wellness brand with a high average order value and a seasonal demand curve, Redwood needed an affiliate strategy that could deliver sustainable growth while maintaining channel efficiency. Their key objectives included:

1. Restructuring the affiliate program to reduce dependence on CPC partnerships and elevate overall performance quality.
2. Diversifying the partner mix with a balance of editorial, loyalty, content, and conversion-focused affiliates.
3. Securing premium editorial coverage to elevate brand authority and reach discovery-driven audiences.
4. Maintaining a high ROAS, despite high-ticket products and a considered path to purchase.
5. Building a scalable, full-funnel growth engine that could drive consistent acquisition and support seasonal demand cycles.

● Performance Snapshot

Direct to Consumer Affiliate Growth Statistics in the first quarter of Management:

↑ 104%

QoQ Net Revenue Growth

↑ 78%

QoQ Productive Publisher
Growth

↑ 1,016%

Quarterly Return on Ad Spend

\$1,000,000+

Affiliate Net Revenue driven in first
quarter of management

↑ 141%

Affiliate Net Revenue MoM Growth in
one month under IDM Managment

● Featured affiliate content from the following partners:

CapitalOne
Shopping


Field Mag

Rakuten

BarBend

HouseBeautiful

Forbes
VETTED

Men'sHealth

● Results

Since restructuring the program, Ikon Digital Media has transformed Redwood Outdoors' affiliate channel into a scalable, performance-driven acquisition engine. Through strategic partner diversification, channel optimization, and premium content alignment, the program now delivers consistent value across the full customer journey. Traffic quality and conversion rates have strengthened, while the brand has maintained strong ROAS despite promoting high-ticket wellness products. By refining program structure and prioritizing high-impact placements, the affiliate channel has become a key contributor to Redwood's overall marketing mix: driving efficient growth, elevating brand visibility, and laying the foundation for long-term success.

● Growth Summary

Redwood Outdoors' affiliate program experienced exceptional growth in just one quarter under Ikon Digital Media's management, generating over \$1M in net revenue and demonstrating powerful quarter-over-quarter momentum. Revenue surged 104%, with a 60% lift in orders and a 27% increase in average order value—reflecting stronger customer engagement and higher purchase intent. Conversion rates climbed 257% QoQ, while earnings per click increased 2,002%, signaling major gains in partner quality and traffic efficiency. With a 1,016% ROAS and 78% growth in productive publishers, the program is now a high-performing channel despite seasonal volatility.

**Ready to see how we
do things differently?**

Let's talk

IKONDIGITALMEDIA.COM

