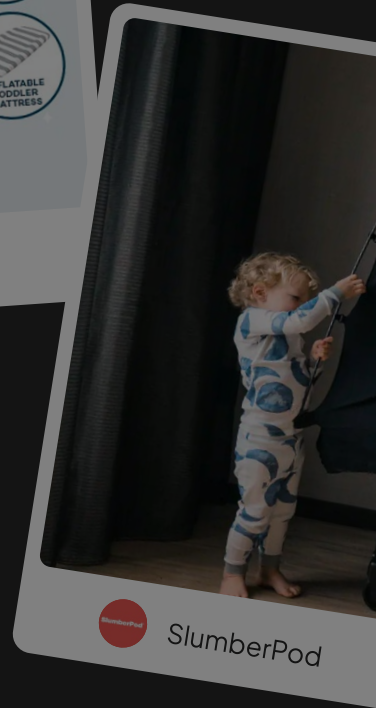![tagger by Sprout Social logo] | **SlumberPod**®

SlumberPod Achieves Unconstrained Affiliate Program Growth With Tagger

Introduction

Born out of a simple need for better sleep during a family holiday, *SlumberPod* has grown into a beloved brand in the sleep solutions industry.

Co-founders Katy Mallory and Lou Childs used their personal and professional experiences to address a widespread issue, creating a product that has won over friends, families, and even earned them an investment on ABC's Shark Tank.

SlumberPod on ABC's Shark Tank

Lindsey Negard, Marketing Manager at SlumberPod

In the sleep solutions industry, SlumberPod resonates with a devoted affiliate community of sleep consultants. These consultants don't just endorse SlumberPod's products; they're lifelong ambassadors of the brand.

Lindsey Negard, Marketing Manager at SlumberPod, was on a mission: to grow their thriving affiliate program even further.

The Problem

Even with an already-thriving affiliate program, SlumberPod was running into roadblocks with their previous platform.

The limitations started becoming more prominent as SlumberPod's program expanded.

As Lindsey explained:

"We could have probably had up to 1000 affiliates on the platform, but then you had to pay really high add on fees. It was a balancing act, and we didn't want to get rid of anyone who may perform well in the future to add someone new."

The constant decision-making between retaining old affiliates and adding new ones was hindering SlumberPod's growth.

They needed a platform that would allow them to embrace every opportunity without restrictions.

SlumberPod

SlumberPod

tagger
by Sprout Social

The Tagger Difference

After reviewing multiple platforms, SlumberPod found that Tagger stood out with its extensive reporting, including audience demographics, recommended fees for paid partnerships, and content performance analysis.

"Figuring out your perfect niche is crucial…The data we get from Tagger is amazing right from the start, making a significant difference," shared Lindsey.

The transition to Tagger was as smooth as Lindsey could have hoped for. With help from Tagger's dedicated support team, they were able to import all their affiliate data seamlessly.

SlumberPod

As Lindsey notes:

"Reliable customer support is crucial, not only for you but also for your affiliates and influencers. Tagger made campaign creation and bulk emailing a breeze, causing minimal disruption for the affiliates."

What sets Tagger apart, according to Lindsey, is its ability to identify the right partners: "Tagger shines by ensuring we identify the right people for our program from the beginning."

Coupled with the platform's time-saving capabilities, Tagger quickly became an invaluable asset for SlumberPod, estimated to save around 10 to 20 hours per week if the affiliate program were managed full-time.

Tagger's integrations with email and Shopify Plus were another boon for SlumberPod's operations. As Lindsey said, "Tagger's email and Shopify integrations are essential. The platform provides ease in product selection and fulfillment."

The Tagger Difference for SlumberPod

Main Focus:	Integrations:	Saved Time:
Find Influencers	**Email + Shopify Plus**	**10–20 hrs/week**

The Results

SlumberPod

Tagger's platform, with its myriad of powerful features (particularly *Signals*) not only supports unrestricted growth but also enhances various aspects of program management and optimization.

Catering to a global audience, SlumberPod loves how the platform offers support for local languages and is equipped with sophisticated tools for campaign management, influencer discovery, templated messaging, scalable payment automation, and real-time reporting.

SlumberPod has also benefited from *Tagger's Sync feature.* This feature allows influencers and creators to apply directly to partner with SlumberPod, with the ability to customize the information required from each applicant.

All these details are then funneled into Tagger's platform, saving valuable time. More affiliates typically leads to a surge in conversions.

Tagger's Main Features Slumberpod Benefited from

- ✔ Access to Tagger's platform Signals
- ✔ Support for local languages
- ✔ Campaign management
- ✔ Influencer discovery
- ✔ Templated messaging

- ✔ Scalable payment automation
- ✔ Real-time reporting
- ✔ Influencers/creators can apply directly
- ✔ Ability to customize the information required from each applicant

Lindsey was particularly impressed with Tagger's ability to help find the right influencers with the right estimated fees.

"

"With Tagger, we can include anyone in our program without worry. Their performance may pick up in six months, and by then, they are already a part of our program and their growth benefits us," Lindsey shared.

tagger
by Sprout Social

The Results – *Continued*

The Creator and Collaborator Portals allow for a seamless communication flow with partners, while the customizable workflows and influencer outreach templates ensure operational efficiency.

Tagger stood out to SlumberPod with its extensive reporting capabilities, including audience demographics, recommended fees for paid partnerships, and content performance analysis.

Furthermore, the in-depth ROI tracking and KPI estimation tools provided actionable insights and transparency into campaign performance.

The ability to create custom lists and access affiliate contact details further simplifies campaign planning.

"The ability to pull data on so many levels is truly invaluable," Lindsey praised.

SlumberPod

What's Next for SlumberPod?

Now SlumberPod, under Lindsey's leadership, is poised to leverage Tagger for more than just their Affiliate Program.

They see the potential for influencer brand awareness campaigns, and with Tagger's sophisticated tools, they plan to amplify their reach in their proven niche of sleep consultants.

And the future looks even more promising for SlumberPod: "The next step for us is to use Tagger's reporting tools to easily add 50 to 100 people to our program in a single day." said Lindsey.
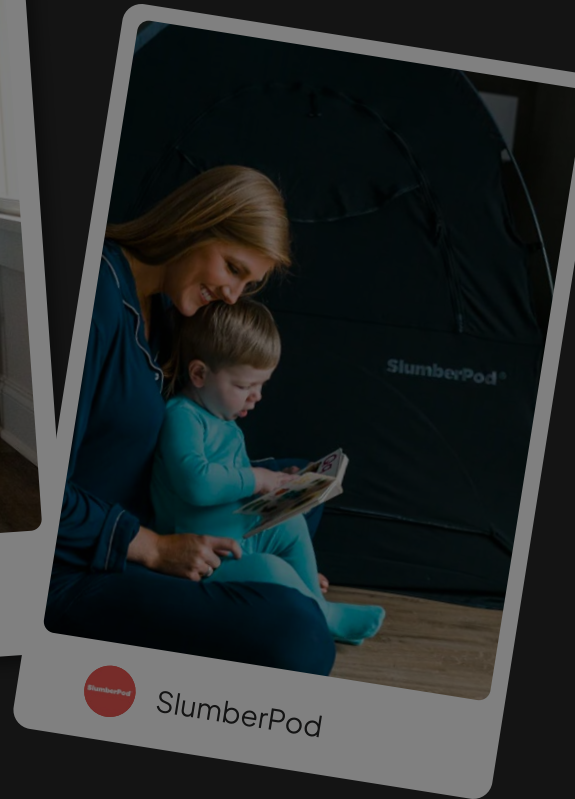
Lindsey summed up their journey with Tagger:

"Though every platform has its cost, Tagger is certainly worth it... The investment in Tagger ultimately pays for itself many times over through program growth."

See what Tagger can do for you.

tagger
by Sprout Social

SlumberPod

SlumberPod

SlumberPod

SlumberPod

tagger
by Sprout Social

Want to Learn More?

To learn more about Tagger by Sprout Social and its proprietary social intelligence engine, Signals, visit:

www.TaggerMedia.com