



COLLABS CASE STUDY

Duradry sees a 29% decrease in CAC using Shopify Collabs



MERCHANT
Duradry

Duradry loves trying new marketing tactics. To help start, build and scale their work with creators, they partnered with Shopify Collabs.

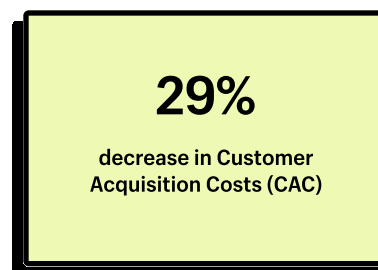


The Duradry Story

Duradry was created out of frustration for deodorant products that don't work. After years of sweaty pits causing discomfort and limitations to everyday life, Duradry was formed to help reduce sweat with products formulated with scientifically-backed ingredients to make sure they work.

The Duradry team loves trying new marketing tactics to help them find new customers, spread the word about their story, and keep their community of Duradry fans and customers engaged. With advertising costs increasing, they sought out ways to lower customer acquisition costs (CAC), work with authentic creators who love their products, more easily recruit and manage customers to promote their brand if they had previously purchased from them in the past, and streamline their discovery of new creators and influencers who could promote their products.

In 7 short months





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We've been blown away. Shopify Collabs has not only simplified the way we work with creators and advocates of our brands, but it's also made it incredibly simple to manage our affiliate and gifting workflows. The team is highly receptive to feedback and we're seeing positive changes and improvements coming along all the time.



Jack Benzaquen
Founder, Duradry

Key Highlights:

- The Duradry community now has over 250 members in their Collabs community. Not all of these creators are helping to generate affiliate sales, but even with a few highly active creator partners, Duradry is seeing results!
- Their attention to detail has led them from bringing their affiliate program from \$0 in sales, all the way to over \$50,000 in product sales that are driven by creators.
- Compared to blended customer acquisition costs (CAC), Duradry has lowered CAC by 29% through their work with creators.

Duradry x Shopify Collabs

Duradry wants to inspire confidence and trust in the products they create to help their customers get better protection from excessive sweating. To help them build that trust, they sought out more creators they could work with to help them spread a message to audiences that are impacted by excessive sweating. Duradry has been able to tell stories about their products with creators who could be, and are customers of the brand. The product solves a real problem for its customers and Duradry has utilized Collabs to help them scale these relationships they can have with the creators who can tell this story.



Managing relationships on Collabs, Duradry now has over 250 creators in their Partner network. These partnerships have helped them generate over \$50,000 in affiliate sales in under 7 months, while seeing an increased amount of tutorials, reviews and content being posted around social channels that are run by their creator partners. Duradry is not just seeing sales, but they are also seeing the cost of customer acquisition (CAC) decrease by over 29% through their work with creators, in comparison to blended CAC.

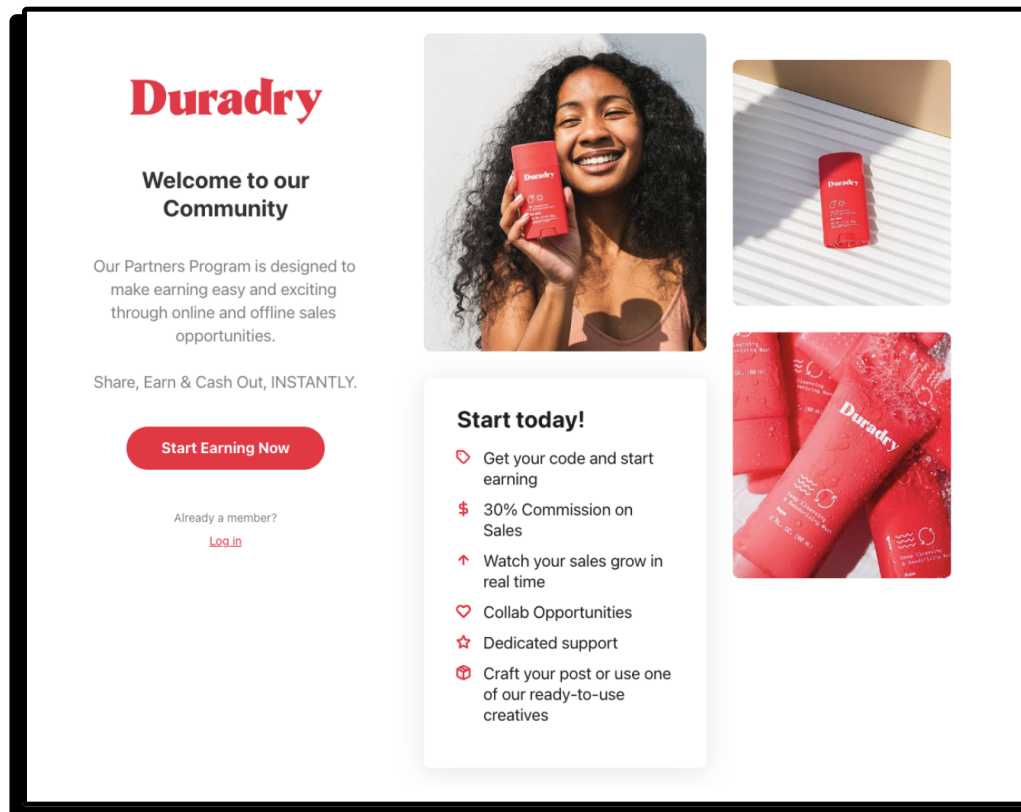


Image of Duradry's brand profile on Shopify Collabs

Customers listen to advocates as well

Marketing and advertising is evolving and finding customers to trust your brand can be a challenge - this is why Shopify Collabs was built to help brands like Duradry accelerate their efforts in building partner programs with creators that can also scale as they grow! An increasing number of customers trust the recommendations of creators, friends, family members, and influencers who are posting on social media - as consumer buying habits change, this number has increased upwards to 61% trust in these recommendations (1).



Working with creators to instill confidence in their new and returning customers, Duradry works with their creator partners to encourage them to do a walkthrough with their products being used and helping to teach their followers about the products they offer. To facilitate this process, Duradry sends gifts through Shopify Collabs to give products and samples to their creator partners, who can then use these products in their videos to showcase the effectiveness of Duradry's 3-step system for reducing sweat. The Partner network helps new customers understand how their products work in everyday life, making their creator partners more than just an advertisement, but more importantly a educator and advocate of the brand

Lastly, to further incentivize their partner network, Duradry offers 30% commission to creators who help to sell their products. With unique discount codes and affiliate links powered by Shopify Collabs, Duradry can scale this effort out easily to their hundreds of creator partners.

Timeline

