



COLLABS CASE STUDY

# immi's Ram Fam helps to drive over \$200K in sales



MERCHANT  
immi

After creating their ramen, immi set out to build a community of creators who loved their product- to do it, they teamed up with Shopify Collabs



## The immi story

Kevin and Kevin co-founded immi because they love ramen. They grew up working alongside their families in the markets of Taiwan and Thailand, where making (and eating) noodles was a part of their everyday lives.

immi was started to help their families better manage their health conditions arising from poor nutrition and unhealthy diets. At immi, they're paying homage to their favorite foods, while reimagining them for our modern diets—with high-quality ingredients that taste just as good as we remember.



We love using Shopify Collabs because it's simple and easy to use. The Collabs team is easy to work with, always open to feedback, and the platform saves us so much time with really easy to use features for affiliate tracking, gifting and commission tracking.



Simal Adenwala  
Sr. Partnerships Manager, immi



## Some Key Takeaways

432

# of Ambassadors

> \$200K

Total  
Affiliate Sales

> 4,400

# of orders placed  
from affiliate referrals

- immi has grown their community from a small group of ramen enthusiasts and friends, to a **thriving community of more than 400 members**. These members do more than just help grow sales for immi - they are a part of a community of product testers, enthusiasts, ambassadors and sometimes even reps for the brand
- immi sends out **hundreds** of gifts to creators who join their community. This is not payment for their participation in the community of ambassadors, but an essential part of the journey for ambassadors who step up and show love for the brand.
- immi spends time updating and engaging with their community of creators. They regularly send out community updates that include anything from new products, new opportunities to earn commissions and even brand kits to work with for their content!

## immi x Shopify Collabs

immi spent over two years in the kitchen with chefs and nutritionists to re-imagine instant ramen without the carbs. Iterating through over 200 attempts to create a delicious low-carb recipe for its ramen, Immi has created a high-quality, nutritious and healthy ramen to go alongside a beautiful brand that highlights their product values.

After creating their ramen, immi set out to build a community of creators who loved their product and help reward them for spreading the word - to do it, they teamed up with Shopify Collabs to help grow and manage the Ramen Fam - their community of ambassadors who are as passionate about ramen as they are!

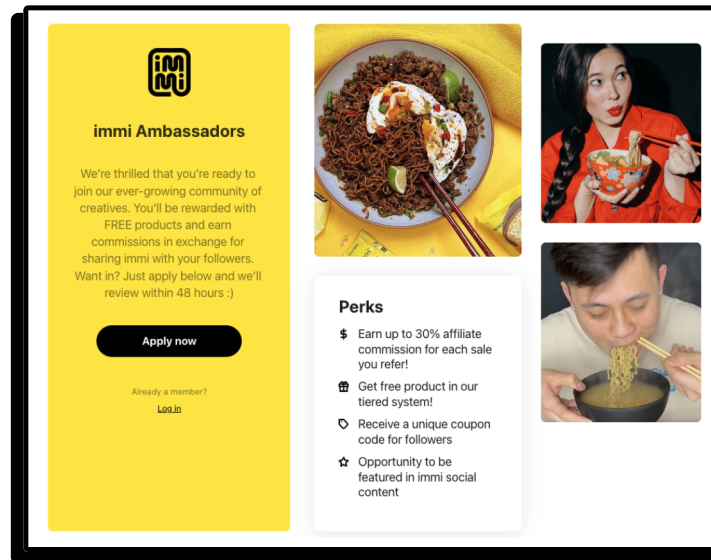


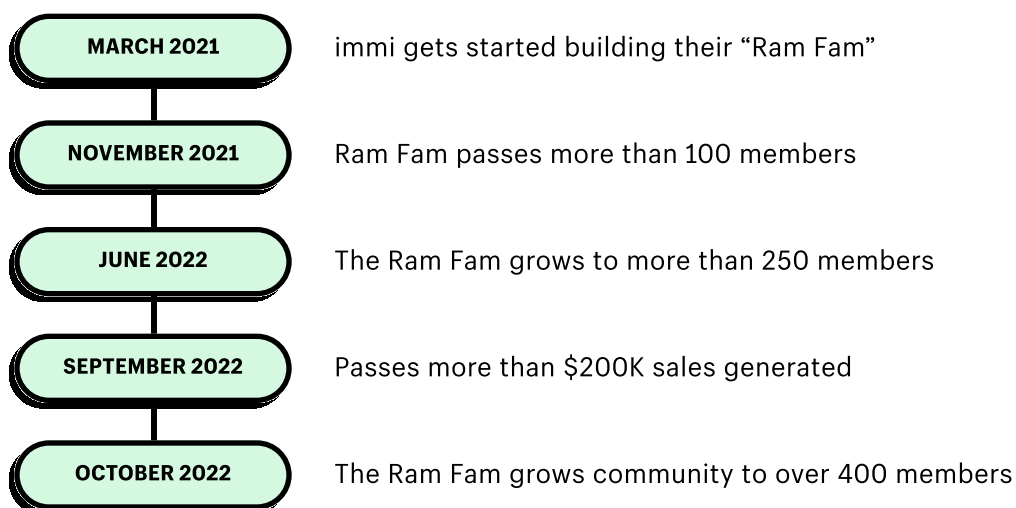
Image of immi's brand profile on Shopify Collabs

## Growing the Ramen Fam

immi wants their relationships with their creators to be authentic ramen lovers of the brand. To grow this community out, they regularly send out 100's of samples to creators as a way to get feedback on their products and also find creators who are excited to be more than just a current and future immi customer!

For creators that reach out and enjoy their samples, they invite them to join the Ram Fam and give them opportunities to earn a commission selling immi products. Over time, this has helped immi grow their community of more than 400 members and more than 145 affiliates who have helped to refer sales for immi.

## Timeline





## Sales with a whole new flavor

In a few short months, immi was able to take their business to new heights with the assistance of their community of ramen enthusiasts. From developing a product recipe, all the way to scaling out a community of ambassadors as sustainable as their healthy, plant-based ramen, consistently generating community driven sales.

Not all creators in the immi community have huge followings on social platforms like Instagram, YouTube or TikTok like one might expect... Rather, the highest performing affiliate sales driven by a community member has just over 10,000 followers on Instagram, proving that creator and brand alignment are oftentimes more important than followers counts.

As their community of ambassadors continues to thrive, immi is focused on slowly expanding their community and more importantly, they are actively engaging them with new brand assets, new product drops, branding kits and newsletters to keep members engaged.

