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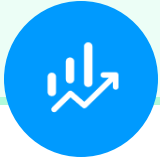
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How Canningvale drove a 300% increase in affiliate revenue after a "breeze" migration to Commission Factory

One platform switch. An average 300% increase in monthly revenue.

Here's how it happened.

The Results



300%

Average increase in
monthly revenue



428%

Increase in transaction
active publishers



250%

Ongoing revenue growth
by month eight

About Canningvale

Family-owned and operated since 1977, Canningvale is one of Australia's most loved online destinations for luxury manchester and homewares. Famous for towels, the brand retails bed linen, towels, and home textiles across Australia and around the world.



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The Challenge

Canningvale had been running an affiliate program with Impact for several years. However, the results weren't keeping pace with their goals of improving the channel's return on ad spend (ROAS) while increasing revenue. Additionally, they wanted to break their current provider's over-reliance on coupons.



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The Solution

Canningvale partnered with Commission Factory, moving from Impact after being impressed by its dynamic commissioning capabilities, market-leading publisher reach across APAC, and personalised support for managing their affiliate program.

The Migration

Commission Factory handled the transition end-to-end, seamlessly migrating Canningvale's existing publisher partners across to the new platform with no disruption to active program activity or revenue continuity.

The Optimisation

Drawing on established relationships across the Commission Factory network, the team worked directly with Canningvale's existing publisher base to improve performance from day one.

The Recruitment

New publisher partners were recruited across multiple affiliate types, reducing coupon dependency and building a more balanced, sustainable channel mix.

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There can sometimes be hesitation when moving to any new solution. However, Commission Factory was able to relieve any concerns we had by seamlessly migrating our current Partners and achieving impressive growth in key metrics like ROAS, revenue, and more in a short space of time.

The Account Management team made the migration a breeze and has been there every step of the way. With them, we look to accelerate our program's growth even further.

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Chief Marketing Officer, Canningvale

The Results in Context

Since making the switch to Commission Factory, Canningvale has seen considerable increases across affiliate revenue, ROAS, and channel engagement. Here are the results across every key metric:



300%

Increase in
revenue



428%

Increase in
transaction active
publishers



50%

Increase in
Channel ROAS



250%

Ongoing
revenue growth
by month eight

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