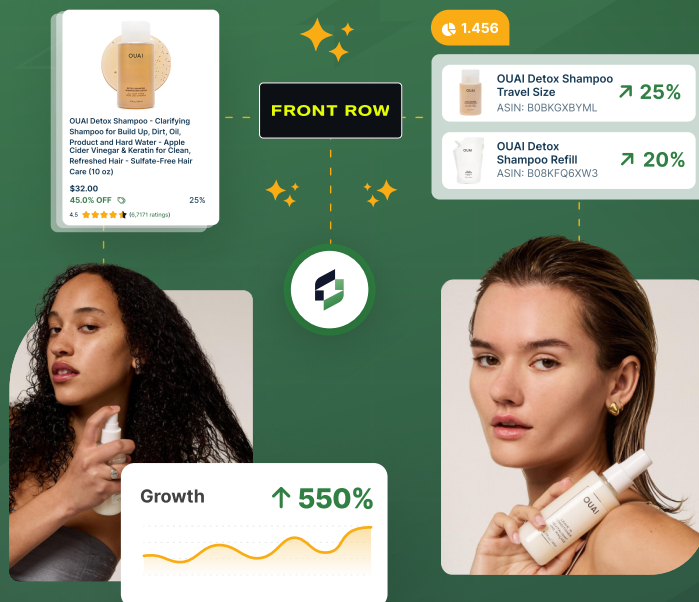


Driving 550% Growth in 4 Weeks with Levanta's Creator Connections Integration

Front Row leveraged Levanta's new Creator Connection Integration to make revenue glow.

GET STARTED FOR FREE



Quick Pivot, Big Results

Digital Marketing agency **Front Row** had built healthy and impressive affiliate programs across their brand portfolio, consistently driving six figures in monthly revenue and increasing their portfolio **revenue volume over 110x** from Q4 '23 to Q4 '24.

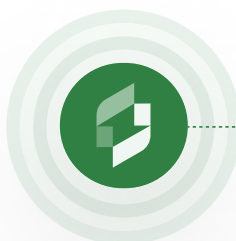
Amazon's **late 2024 policy shift** caused some of their brands' largest affiliate partners to look for new attribution methods. Acting quickly, Front Row pivoted to **Levanta's Creator Connections Integration**. The new Levanta Integration allowed them to diversify their strategy, unlock new partnership opportunities, and offer their top partners the attribution method they preferred. And it worked.

The campaigns generated over **550% revenue growth in 4 weeks.**

Using the Levanta Integration, Front Row was able to launch new Creator Connections campaigns that generated over 550% revenue growth in a four week span during Q1 2025.

The Strategy

Front Row built a program focused on existing top creators that had stopped promoting Attribution campaigns, but were interested in partnering via Levanta's Creator Connections Integration. As a bonus, they also unlocked new, strategic partnerships with net-new affiliate partners leveraging Levanta's improved reporting, marketplace, and incentive features.



Levanta Creator Connections Integration

- Partner Recruitment:** Discover and recruit new Creator Connections partners
- Unified Reporting:** Across Amazon Attribution and Creator Connections
- Loyalty Bonus Feature:** Incentivize top performing creators

Front Row matched top performers with strategic campaigns.



Diversified Campaigns:

Managed numerous new campaigns via Levanta to test approaches and optimize for effectiveness.



Targeting Top Performers:

Using their historical Levanta data, Front Row focused on the top 20% of active affiliates driving the majority of sales.



Adaptive Strategy:

Changed strategy in real-time based on feedback from affiliates to achieve maximum impact.



*"Working with the **top 20%** of our network, we launched **Creator Connection** campaigns on Levanta. These initiatives drove **5x growth** over **four weeks**."*

FRONT
ROW

Front Row Team



550%

Program
Revenue Growth



300%

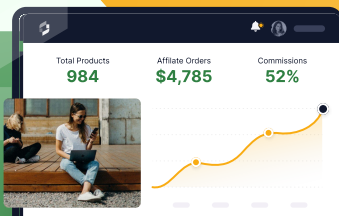
Click-to-Purchase
Conversion **Rate Increase**



239%

Increase of Revenue
Active Partnerships

*With the addition of Levanta's Creator Connections Integration, Front Row adapted their programs **to the new Amazon affiliate landscape, generating immediate growth and long-term sustainability.***



Want to see what
Levanta can do for you?

Get Started Now