

Collaboration Case Study:

How MISSION Partnered with Versa Marketing to Leverage Levanta to Boost Amazon Affiliate Sales and Strengthen Publisher Partnerships



About the Brand

MISSION is the leading authority on heat health and performance, offering a comprehensive head-to-toe system of cooling and heat-relief innovations. They believe that heat and sweat should never slow you down from living, working, and playing at your best.

Their unique chemical-free cooling technology, called "wet-to-cool," is woven into the fabrics of their cooling hats, towels, gaiters, visors, bandanas and apparel. Scientifically proven to cool up to 30 degrees below average body temperature upon moisture activation, these products keep you comfortable for up to 2 hours at a time, reactivating easily whenever needed.

Levanta + Affiliate Agency Collaboration

In 2023, MISSION joined forces with Versa Marketing to implement an Amazon affiliate strategy on Levanta's platform. By tapping into Levanta's advanced Amazon API attribution tracking capabilities and granular reporting functionality, they created a data-driven approach to drive growth for MISSION's affiliate program.

Since launching on Levanta, MISSION has experienced increased affiliate-driven sales and solidified their presence with high-visibility content media partners.

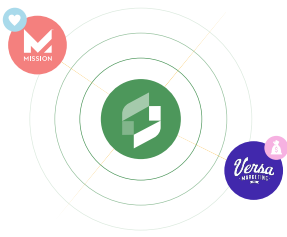
Versa Marketing secured impactful partnerships with affiliates such as [CNN](#), [Business Insider](#) & [Mom Junction](#) through Levanta, delivering consistent, measurable growth.



“ Launching on Levanta with Versa as a strategic partner has allowed us to expand our reach and leverage valuable insights from our affiliate network to maximize our impact in the industry. ”

Key Benefits for the Brand

Under Versa Marketing's expert management and Levanta's efficient platform, MISSION achieved significant outcomes, including:



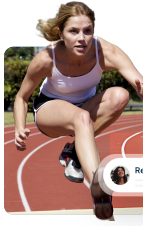
Streamlined Partnership Management:

Levanta facilitated easy collaboration between MISSION and prominent publishers, establishing transparent tracking and communication.



Revenue Growth

Partnerships on Levanta generated substantial revenue, with high-conversion placements that delivered measurable results over time.



Increased Visibility

Strategic positioning in top media sites elevated MISSION's exposure to a wider audience of athletes and runners.

“Versa has been a tremendous partner for MISSION, helping us connect with the right network to maximize our growth and consistently bringing new ideas to the table as they arise”

Affiliate Performance Highlights



Total Sales

Orders over a 60-day period

3,600



ROAS on Commissions Spend

(After Amazon Brand Referral Bonus)

25:1

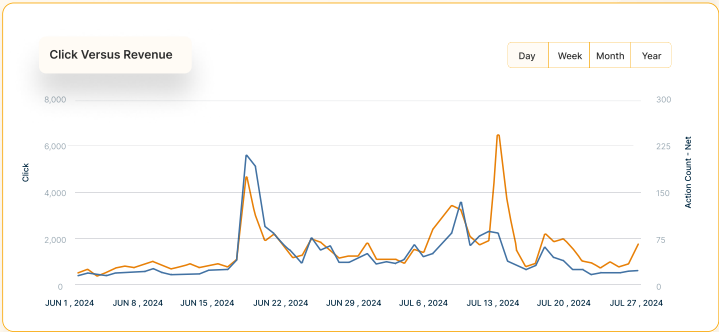


Conversion Rate

9%

How the Collaboration Benefits All Parties

-  **Affiliate Partners:** Benefit from direct engagement with the brand, tailored commission structures, timely payouts.
-  **MISSION:** Enjoys transparent data flow and the ability to recruit high-caliber partners quickly, all while having full control over product availability for affiliates.
-  **Levanta Platform:** Provides a unified system that aligns all parties, thanks to customizable commission settings and integration with large media companies like Hearst Media and sub-affiliates like Hyphensocial.



Conclusion

Leveraging Levanta's platform has allowed MISSION and Versa Marketing to build a mutually beneficial, scalable affiliate program that consistently delivers value across all partners. By optimizing partner relationships and existing high traffic content, MISSION now has a wider presence in the affiliate space, well-positioned for sustained growth and deeper publisher engagement.