

COLLABS CASE STUDY

Moonboon drives more than \$1M in sales with 6.5x ROI



MERCHANT
Moonboon



The Moonboon Story

After becoming a mother herself, Marie Grew started Moonboon to produce functional sleep accessories for babies made out of fine organic materials that are sustainably made. Moonboon is GOTS certified as a company and all the textiles are organic, naturally produced and made without the use of chemicals. Moonboon's Scandinavian designs are inspired by the moon, nighttime, deep sleep, sweet dreams, and adventures to show and support the greatest love for our young ones.

Creating high quality products has always been a focus for Moonboon. Focusing on quality, design and sustainability have become important values of the brand. This is why the design, development and testing take place in Denmark in collaboration with Danish specialists, instilling confidence in the quality of the products that customers are receiving.

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“Shopify Collabs has simplified profiling and signing of new creators. The intuitive dashboard gives us a seamless overview of the affiliate program and general sales tracking. We are crazy about the simplicity of the tool and work on the platform daily. It is an incredible tool that helps us grow and scale our tactical lower funnel work with creators who are passionate about our brand and products”



Robert V. S. Preuss
Brand Director, Moonboon



Some Key Takeaways

> 300

of Moonboon creators

> \$1,000,000

Total Affiliate Sales (USD)

6.5x

Average ROI on influencer activations

- The Moonboon community has more than 300 creators across 5 key European markets.
- Key creators have helped drive more than \$1,000,000 USD in affiliate sales. Approximately 10% of the monthly total net sales can be attributed to the Moonboon Ambassador Family.
- Moonboon has achieved an average ROI of 6.5x as a result of creator and influencer activations.
- The Moonboon community has a very high bar for brand fit and acceptance into the programs. This helps keep the program exclusive and highly aligned with the brand's mission. Collabs has helped Moonboon expand this community across the entire European region including Denmark, Germany, Sweden, and Norway.
- 90% of all new members apply organically through the Collabs application tool, embedded on Moonboon's localized website. To onboard new members, Moonboon sends very personalized messages over email (not DM's) to the creators who are highly vetted via their online content, engagement on social accounts finalizing with final approval through their Collabs community applications.

Moonboon x Shopify Collabs

Using Shopify Collabs, Moonboon has been able to grow and accelerate the Moonboon Ambassador Family they manage on the platform. Working with content creators and influencers across all of Europe, their ambassador family wants to help their children sleep better and build a mutually beneficial relationship while promoting products they love. Shopify Collabs has helped Moonboon to scale the process of onboarding more creators to their influencer programs by more than 400% by collecting applications through their customized Shopify Collabs application page.

Working with creators who are passionate about sharing their experiences, they are able to create a highly engaged group of creators and influencers who can speak authentically about their products, and how to use them, and in turn help achieve both upper and lower funnel KPIs.

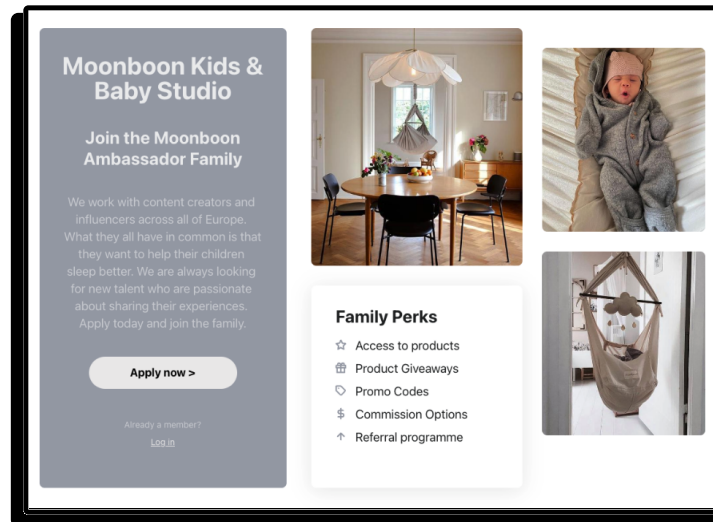


Image of Moonboon's application page on Shopify Collabs

The Challenge

Marketing costs have been increasing and finding targeted and effective ways to reach new (or existing) customers can be challenging. Working with creators to promote products they authentically believe in has become an effective way to reach these buyers. However, creating and managing a creator program can be challenging and time-consuming. Previously, Moonboon's creator relationships and information was managed in many different places like spreadsheets and multiple costly softwares. This caused workflows across all creator relationships and different markets to feel disorganized, time intensive, and ultimately impacted the team's ability to scale the growth of their Moonboon Ambassador Family.

The Solution

Shopify Collabs not only helps find more potential creators to join their community, but also helps collect applications for Moonboon to learn more about the creators they may want to start building relationships with. In the Shopify Collabs app, the intuitive interface and overviews of creator performance have made it easier to scale affiliate link creation, discount code distribution, and track commissions earned by creators.

With the simplicity and efficiency of Shopify Collabs, Moonboon has now generated more than \$1,000,000 in affiliate sales and contributed to approximately 10% of total net sales through creators with an average ROI of 6.5X, making Shopify Collabs an essential part of their marketing stack.



Key Impacts

