cleanCART

CanvasPrints.com Solves Attribution Problems and Preserves Top Line Revenue with cleanCART

Let's start with some numbers...

↑ **10%**
Monthly gross sales were recovered with cleanCART

8.4%
Of monthly gross sales was being lost due to misattribution to affiliate sales.

canvasprints.com

CanvasPrints.com was founded in 2019 with the sole mission to provide the best quality CanvasPrints.com available, at the lowest price point in the market. Achieving this goal means that every marketing dollar the company spends must be useful.

Their Story:

In early 2021, Ecommerce Manager JD Alewine at CanvasPrints.com began noticing month-over-month increases in discount code redemptions across their site. While investigating what was causing the issue, he realized coupon extensions like Honey and Capital One shopping were at the root of the problem.

During their journey, CEO Maddison Lake came across cleanCART. The team immediately set up a free trial to see if it could solve their problems with discount code usage.

After installing the integration with cleanCART they noticed an immediate stop to their problems with coupon extensions. However, they were even more surprised to learn they were significantly overpaying affiliate fees through their affiliate programs due to issues with misattribution.

Solving their attribution problems has helped them to make more sound and informed decisions about where to put their marketing dollars.

JD

Ecommerce Manager, CanvasPrints.com

"On top of being an affordable product, cleanCART has provided a significant return on investment for us."

Bottom Line

"Any time I have an issue or concern, the team has been incredibly supportive and on top of everything."

- JD Alewine, Ecommerce Manager

Partnering with cleanCART has helped the team at CanvasPrints.com take control over the experience on their website, recover a significant amount of revenue, and gain a more accurate understanding of the performance of their affiliate programs.

Want to learn more? Visit clean.io.