



CASE  
STUDY



Responsible for **\$250 million in trackable revenue** from big brands such as 3M, Sam's Club, Shark Tank's Kevin Harrington, Goodwill, and more

Unicorn Innovations relies on PayKickstart to fuel their explosive growth.



# COMPANY BACKGROUND – The Customer

What makes Unicorn Innovations as rare as a unicorn is that they don't consider their customers as "clients", but rather, they consider them a "partner". By doing this, their "partners" get the best service and care possible.

Unicorn Innovations offers training and consulting services to help their partners to scale customer acquisition through paid traffic ads.

Responsible for \$250 million in trackable revenue, Unicorn Innovations have worked closely with large brands such as 3M, Sam's Club, Kevin Harrington from Shark Tank, Smart Passive Income, and Goodwill.

RIVAL MEDIA GROUP

Sam's Club

3M

goodwill

KH Kevin Harrington

primal life ORGANICS

JEUNESSE

BRU•STER'S real ice cream

PATRICIA PLANET

STARTUP DRUGZ

FOOD TRUCKR

VITALEAF NATURALS

SMART PASSIVE INCOME



## SITUATION PRIOR TO JOINING PAYKICKSTART-The Challenge



Since Unicorn Innovations works with many different companies, they have a lot of moving parts. This means that there is a lot to keep track of and sometimes, a lot to pay for. Maxwell Finn, the president of Unicorn Innovations says that the biggest problem the company had was simplifying their sales and affiliate management process.

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*“The checkout experience to a business is critical. It’s where the money happens. We knew we needed to find a better solution and invest in that vital part of our business.” (Maxwell Finn).*

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The company had to use multiple platforms and software to integrate with their current webpage and funnel builders they were using. The system didn’t track correctly, didn’t attribute sales, and was not intuitive and easy to use for their thousands of affiliates.

And that is when Finn decided to make the switch and simplify with PayKickstart.

Here’s what happened.

## HOW PAYKICKSTART SOLVED THE PROBLEM – Solution



Once they made the switch, Unicorn Innovations was accurately tracking sales and affiliate commissions, no longer wasting money on a dozen other software, trying to piece them all together. Now, everything was organized in one centralized location.

Finn said, “Now that we have PayKickstart, we’re now saving tons of money and team resources that we were previously spending on custom coded things for the checkout. It’s already done with PayKickstart.”

Everything they needed to scale and better organize their business is included in their membership to PayKickstart!

## HERE'S WHAT HAPPENED - Results

“Ever since switching to PayKickstart we’ve been able to have a better grasp on our customer analytics and save tons of time for our team since the functionality we need is already included with the app” (Maxwell Finn).

### 3 BIG RESULTS:

1

#### Saved Thousands of Dollars

No more custom coding, no more piecing together multiple software to run their business, and no longer paying for other apps.

2

Simplified their core business processes and automations.

3

Increased the number of bigger affiliates promoting their products, which equated to an steady increase in monthly revenue.

READY TO TEST-DRIVE

 paykickstart



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