



STRATAGEM AGENCY



Gold Certified [impact.com](https://www.impact.com) Partner Agency

Company Profile

Performance-based partnership marketing for brands that want to scale sustainably — helping brands build, measure and grow affiliate programs across global markets.

WHO WE ARE

We've scaled programs. We know what works.

Stratagem is a performance-based partnership marketing agency founded by practitioners — people who have run affiliate programs, grown them from zero to meaningful scale, and learned what separates sustainable growth from short-term noise.

We combine the rigor of data science with the practical knowledge of operators who have been in the trenches. Stratagem was founded at the intersection of a vision for transparent, performance-based partnership marketing and the goal of integrating world-class affiliate capabilities into ItalyPoint's internationalization services.

HOW WE THINK

Data over gut feeling

Every recommendation is backed by data. We build measurement frameworks first, then optimize based on what they tell us.

Incrementality first

We only count revenue your affiliate program actually drove — not revenue that would have happened anyway.

Radical transparency

No black boxes. You always know what's working, what isn't, and why — with reports designed to inform decisions.

Partnerships as assets

Every partnership is a strategic asset, not a media buy. Relationships built on mutual value last longer and perform better.

10+

Years in affiliate marketing

3×

Average YoY channel growth

100%

Transparency — always

Performance-based solutions to reach your goals

CORE

Partnership Program Management

End-to-end affiliate program management, from recruitment to commission payout, ensuring optimal performance, clean attribution and sustainable ROI.

ANALYTICS

Incrementality & Analytics

Measurement frameworks that honestly separate true incremental revenue from what would have happened anyway.

GROWTH

Partner Recruitment & Vetting

Identifying and onboarding high-quality affiliates aligned with your brand's values and objectives — quality over volume.

STRATEGY

Commission Structure Optimization

Structures that incentivize the right behaviors: incremental revenue, new customer acquisition and long-term partner quality.

ACQUISITION

Content & SEO Strategy

Keyword research, content optimization, technical enhancements and strategic link-building that drive organic traffic which converts.

ACQUISITION

Brand Awareness & Influencer Collaboration

Harnessing the influence of affiliates and their audiences to spread your brand message across channels at scale.

EXPANSION

International & Localized Campaigns

Market entry strategy for new geographies, localized publisher recruitment, culturally adapted creative, and local compliance guidance.

GOVERNANCE

Compliance, Reporting & Legal Guidance

FTC, GDPR and local advertising compliance, executive dashboards, brand safety monitoring, fraud detection and quality controls.

Built for brands expanding across borders

Launching a partnership program in a new market is not a translation exercise. Publisher landscapes, compliance expectations and consumer behavior differ in every country — so we build the program around the market you are entering, not the one you came from. We run programs across North America, Europe and beyond.

01 Market entry strategy

Competitive benchmarking of the local publisher landscape, sizing the opportunity, and defining the partner mix before a single contract is signed.

02 Localized publisher recruitment

Outreach, negotiation and contract management with in-market publishers, matched to your brand's audience and positioning.

03 Culturally adapted messaging

Creative and messaging adapted for each local audience, with a tiered partner structure that reflects how that market actually buys.

04 Compliance from day one

FTC, GDPR and local advertising regulatory compliance, brand safety monitoring, and fraud and quality controls built into the program.

HOW WE MEASURE

The hardest — and most important — question in affiliate marketing is what revenue you actually drove. These are the frameworks we use to answer it.

Partner Value Index

PVI scoring models that rank partners on contribution, not raw volume.

Affiliate Incrementality Score

AIS framework with holdout group design and incrementality testing.

Commission Efficiency Ratio

CER and attribution modeling to keep spend tied to incremental outcomes.

THE TEAM

The people behind Stratagem



Molly O'Beirne

Co-Founder

Employee #1 at a previously acquired affiliate marketing agency, with 10+ years in the affiliate space. Molly leads the agency's vision for data-driven, performance-based partnership marketing — expanding globally while maintaining the transparency-first values she built her career on.



Muzio Pesaresi

Co-Founder

Working to elevate ItalyPoint's portfolio through partnership marketing integration. Muzio brings deep operational expertise and a systems-thinking approach to building programs that scale, with a focus on technology-driven execution and measurable outcomes.

RECOGNIZED BY THE PLATFORMS WE WORK WITH

Certifications & Partner Status



Gold Agency Partner



impact.com
Agency



PXA Industry
Expert



impact.com
Partner



Everflow
Certified

CLIENTS

Brands we've helped grow

Guzzini

Paul & Shark

Corneliani

Coccinelle

Borbonese

Sidi

Banwood

Olivieri 1882

Native To Wear

Lega del Filo d'Oro

CASE STUDIES

What that growth looks like

LUXURY APPAREL

+912% affiliate revenue

ROAS up 36%, AOV up 35%

DESIGN & HOMEWARE

+265% conversion rate

16x ROAS

PREMIUM FOOD

+77% revenue on –9% clicks

Conversion rate up 82%

CHILDREN'S LIFESTYLE

+72% revenue, flat traffic

Conversion rate up 81%

PERFORMANCE SPORTSWEAR

10.4x ROAS from launch

Zero to full ramp in 5 months

LET'S TALK

See how we can help you grow

A free 30-minute call. No pitch — an honest conversation about where your program is and where you want it to go.

Book a meeting

calendly.com/italypoint_muzio/30-minute-call

Email

contact@stratagem.agency

Website

stratagem.agency

LinkedIn

linkedin.com/company/stratagem-agency-itpt



An ItalyPoint, Inc. brand



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