

Overview

Rebuilt and Scaled an Affiliate Program to Create Sustainable Commercial Value

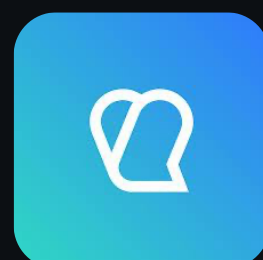
CoolWallet's affiliate program existed but was largely inactive, lacking clear structure, documentation, and a scalable partner management system. As a result, the existing channel was underutilized.

I took full ownership in late 2020 and rebuilt the program from the ground up — restructuring partner recruitment, onboarding, content, and communication workflows. I continued to lead its operations through 2025, with affiliate membership growing 190% by 2024.

Dormant Channel

Incomplete Framework & Processes

Challenge



Affiliate Program

via Tapfiliate

- Tools were in place but lacked active ownership and strategic direction.

External Partner Documentation Missing

Internal SOPs Missing

Partner Recruitment Framework Underdeveloped

The tools were already in place —
what was missing was a program
designed to operate sustainably.

01

Partner Recruitment & Retention

Clarified the affiliate program's positioning and optimized the registration flow, recovering a previously lost zero-cost acquisition opportunity.

Discovery gap

02

Lack of Partner Guidance

Inactive partners created a false sense of scale; engagement strategies improved actual reach and participation.

Enablement gap

03

Lack of Internal SOPs

Without clear SOPs, the program lacked effective operational management, leaving this low-cost acquisition channel underutilized.

Operational gap

Approach

Prioritized compliance, then standardized processes, followed by growth and optimization.

● PHASE 01

Program Foundation & Operational Standardization

Redefined Terms of Use

Optimized Onboarding Flow

Automated Email Sequences

Internal Operating Playbooks

Partner Communication Channels

Audience Segmentation & Integration

Established compliance mechanisms and standardized workflows, transforming the program into a scalable and trusted affiliate ecosystem.

● PHASE 02

Partner Recruitment & Enablement

Public Partner Resource Hub

Creative Asset Production

Lowered the barrier to partner onboarding and product promotion by providing ready-to-use marketing assets.

● PHASE 03

Continuous Optimization & Scaling

Landing Page Optimization

Quarterly Partner Newsletters

Workflow Streamlining

Transitioned from ad-hoc execution to a scalable operational framework for long-term growth.

Reactivated a Dormant Channel to Create Commercial Value

Turned an under-managed program into an affiliate channel generating six-figure revenue year after year.

BEFORE

5-Figures REV.

2-Year Cumulative

AFTER

6-Figures REV.

5 consecutive years • +190% member growth

Program Revenue • 2020–2025 | Primary Lead

01 / Built the Program Foundation

Built the partner recruitment, onboarding, terms, and SOP framework, turning existing tools into a manageable affiliate program.

02 / Established Sustainable Operations

Built promotional assets, quarterly emails, campaign communications, and partner resources to sustain ongoing channel operations.

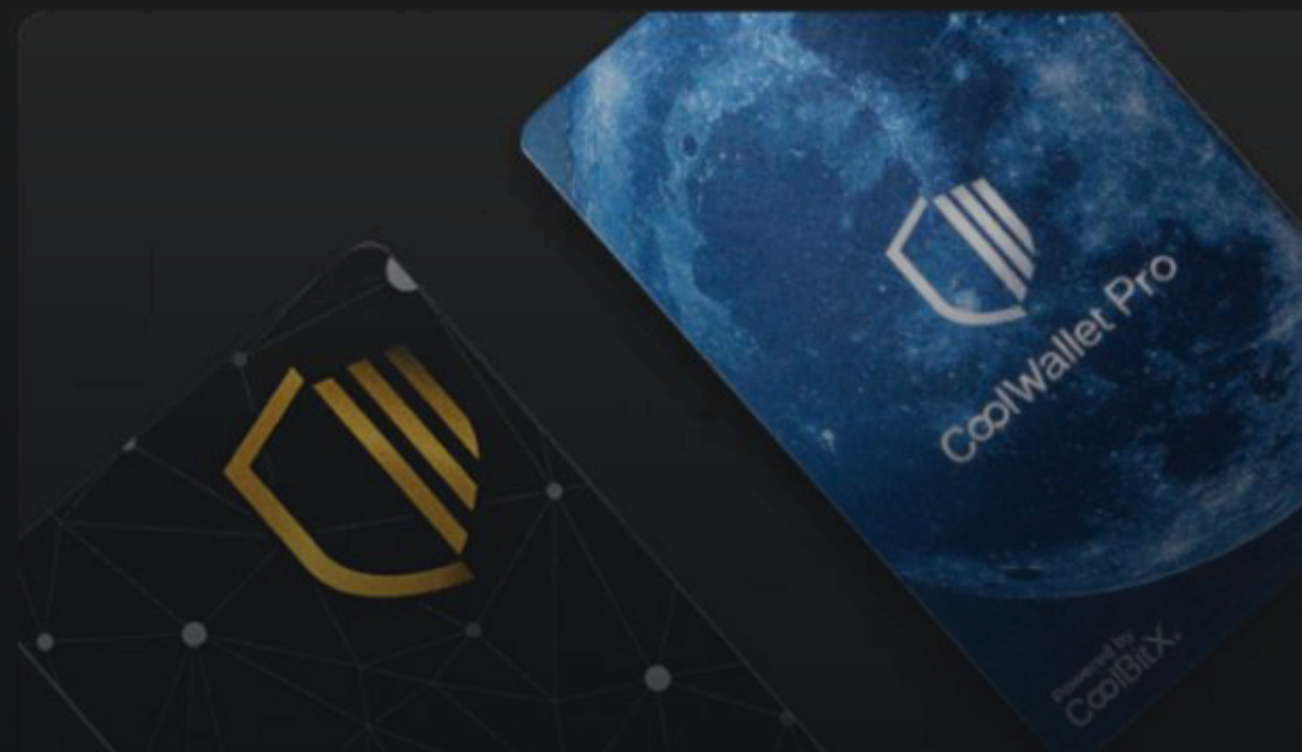
03 / Integrated Marketing Operations

Connected affiliate, email, landing page, content, and tracking workflows to create an acquisition system built for continuous optimization.

PARTNER PROGRAM

Affiliate Program

Join our Affiliate Program and earn over 10% commission on every successful sale—while offering your community a premium solution to securely manage their crypto, DeFi, and NFT assets.



Unlock Your Affiliate Potential

Promote the leading hardware wallet and bring world-class cold storage security to your community.

Help them manage their crypto assets seamlessly with encrypted Bluetooth and a powerful, feature-rich app—while you earn outstanding commissions along the way!

01 Onboarding

Redesigned core messaging and value propositions to lower the barrier to partner onboarding and improve sign-up conversion.

02 Ongoing Communication

Established a consistent communication cadence across campaign updates, product assets, and partner resources.

03 Independent Operations

Owned program strategy, content, and localization end-to-end, establishing sustainable internal operating processes.

Before You Start

Here are some basic details about the CoolWallet Affiliate program:

- Please share your unique referral link to ensure that your affiliate conversions are correctly tracked.
- You can request for payout once your total reward amount has reached **USD 200**, this progress can be tracked through accessing [your dashboard](#).
- Kindly note that payout will ONLY be made in the cryptocurrency: **USDT (TRC-20)** and you are required to provide an USDT wallet address to receive the payout.

For more details on terms and conditions, please click [here](#).

親愛的聯盟夥伴，五月真是熱鬧的一個月！您是否參加了我們的【CoolWallet S 買一送一】活動呢？接下來，為了慶祝 **Bitcoin Pizza Day**，CoolWallet 將在5月22日推出特別活動——購買任何 Pro 系列卡片即享九折優惠及免運費！

5月22日 Bitcoin Pizza Day，邀請您加入我們，一起在 Web3 世界中安全暢遊，輕鬆享受披薩，共創豐厚收益！讓我們一起讓這一天充滿樂趣和收益！

期待與您共創佳績，
CoolWallet Team



活動時間
5/22, 2024 (GMT+8 / 一日限定)

受惠對象

1. 熱愛 CoolWallet 的用戶，從古至今堅定不移的品牌支持者。
2. 資產仍在中心化交易所的加密貨幣用戶 / 還沒擁有如此方便好用冷錢包的用戶。
3. 您本人，分享商品推薦連結，即可獲得豐厚獎勵！

為什麼要參加

這次活動中罕見地包括了 CoolWallet Pro 聯名卡，這不僅僅是一次機會，更是提升收益、擴大觀眾群、與 CoolWallet 共同成長的絕佳戰略。向您的粉絲介紹這次限時優惠，讓他們也能享受到特別折扣的好處。此外，每一筆成功的交易都能為您帶來豐厚的佣金。把握這個機會，為您的平台注入活力，取得卓越的成果！

如何參與

About Affiliate Program

- Introduction

關於聯盟行銷計畫

基本介紹
常見問題
聯絡資訊

關於產品使用問題

幫助中心
聯絡我們
服務時間