Performance Agency: 105 Monthly Referral Orders Across Four Brands in Five Months

This is a fictional scenario with modeled figures, not actual client results.

The Challenge

A performance marketing agency managed paid acquisition for four ecommerce brands selling home storage, kitchen equipment, pet accessories, and outdoor gear.

Paid campaigns produced 70% of their combined first-time customer orders. The agency wanted more ways to reach buyers before they clicked an ad, especially people comparing products in Reddit discussions and asking AI assistants what to buy.

The brands had plenty of product pages but few useful answers about sizing, compatibility, cleaning, and durability. Competitors appeared in those conversations while the agency's clients stayed mostly absent.

The agency needed an AI search service it could run alongside ad campaigns and measure separately enough to explain what changed.

The Solution

Launch Club built a five-month program around the questions buyers asked before purchasing.

For each brand, the agency supplied approved product information, customer support questions, and common objections from reviews. Launch Club used that material to find relevant communities and prepare answers buyers could check against the product's specifications.

A pet accessory response might explain fit and washing instructions. A kitchen equipment comparison might cover capacity, counter space, and replacement parts. The team mentioned the client when its product matched the question, with the commercial relationship disclosed and community rules followed.

The agency kept paid media running. It reviewed referrals, purchases, and AI recommendations each month, then adjusted the questions and product categories receiving attention.

Each account needed a different answer to the question “Will it work for me?” A buyer comparing storage products might need the internal dimensions of a unit. Someone comparing outdoor gear might need the manufacturer’s care instructions. The brand could supply those details once so that a buyer would get a consistent answer in the discussion and on the product page.

The Work

- A fixed recommendation benchmark: The team tracked 25 buying questions per brand across three AI platforms. That produced 300 prompt checks per reporting cycle, with the wording and platform mix held constant.
- Content grounded in product facts: Launch Club drafted comparisons, setup advice, and answers to common buying questions. The agency checked claims with each brand before approving publication. For a kitchen product, for instance, a capacity figure describes what it holds. A buyer deciding whether it fits on a counter needs its outside dimensions. Reviewing the question with the brand would help the writer choose the specification the shopper actually needed.
- Product page improvements: The agency added clear answers about fit, materials, delivery, returns, and product limitations to the relevant pages. Readers arriving from a discussion could find the details they needed to order.
- Separate referral reporting: Analytics tracked identifiable AI and Reddit referrals. Orders were assigned to one referral source under the same reporting method each month, preventing double counting. If a shopper encountered the brand in an AI answer and later visited through Reddit, the order could appear only once in the combined referral total. The agency retained the same assignment rule at baseline and month five so a change in reporting could not create extra first-time orders.
- Monthly reviews: The teams checked live discussions and recommendation results to decide what to publish next. An answer that recommended a brand could be checked against the product page it cited. A recurring question about returns, for example, would give the team a reason to make the return terms easier to find beside the purchase details.

The Results

- Client products appeared in 81 of 300 AI recommendation checks, up from 18. Coverage increased from 6% to 27%, a gain of 21 percentage points.
- Combined monthly AI and Reddit referral sessions grew from 550 to 2,100, approximately 3.8 times the baseline.
- Monthly first-time orders attributed to those referrals increased from 23 to 105. Their combined conversion rate rose from 4.2% to 5%.
- Total monthly first-time orders across the four brands increased from 2,000 to 2,600. Paid campaigns' share fell from 70% to 60% while monthly ad spend stayed constant.

Paid campaigns still produced more first-time orders in month five. Seventy percent of 2,000 is 1,400 paid orders at baseline. Sixty percent of 2,600 is 1,560 at the endpoint. Paid campaigns accounted for a smaller share as total orders grew, even though the paid count rose by 160 and the monthly ad budget stayed the same.

Across all channels the brands recorded 600 additional monthly first-time orders. Identifiable AI and Reddit referrals accounted for 82 more under the agency’s attribution rule, from 23 to 105. That leaves 518 additional first-time orders from other sources under the same rule. An agency reporting the full increase to the four brands could point to the 82 additional referral orders as the part it could trace to those visits.

Combined AI + Reddit referral sessions

Sessions per month



Illustrative data: fictional scenario with modeled monthly history.