IHERB | EMBEDDED GLOBAL DELIVERY PARTNERSHIP

One partner helped iHerb coordinate marketing across 180+ markets

Aditiser worked as an extension of iHerb's team. We provided one point of contact across markets, platforms and local partners. Our specialists advised on decisions, used technology to reduce repetitive work and handled day-to-day delivery.

13+ years	200	2,500+	180+
Partnership	Advertising accounts managed concurrently	Campaigns managed at scale	Countries and territories supported

About iHerb

iHerb is a global health and wellness retailer. It offers 50,000+ products from more than 1,800 brands and serves customers in 180+ countries. That scale created complex work across markets, platforms, languages and local teams.

THE CHALLENGE

Keeping control as complexity increased

As iHerb grew, more work had to move between global teams, local markets and external partners. iHerb needed one clear way to keep control without managing every task itself.

Cross-market coordination

Global plans had to become clear actions for regional teams, local employees and agencies. Some partners worked mainly in local languages.

Coordinating multiple services

Paid search, paid social, affiliate and influencer work had to run through one connected team.

Localization

Keywords, copy and campaign decisions had to fit each market, not just translate global content.

Budget control and spend efficiency

Budgets had to be allocated by market and platform, monitored closely and adjusted to reduce wasted spend.

Quality and compliance

Errors, disapprovals and local regulatory risks had to be found and fixed across many accounts.

Operational efficiency

Millions of keywords, recurring reporting and day-to-day communication across markets created a high volume of manual work.

THE OPERATING MODEL

How Aditiser supported iHerb

Aditiser worked as an extension of iHerb's team. The partnership brought specialist knowledge, hands-on delivery and operational support into one shared way of working.

Embedded delivery	Aditiser fitted into iHerb's systems, approvals and ways of working. The team coordinated work across iHerb, market specialists and local partners without creating a separate agency process.
Connected service delivery	Paid search, paid social and supporting affiliate and influencer work were handled through one relationship. iHerb did not need to manage each service as a separate engagement.
Local market expertise	Market specialists used local language, search behavior and regulatory knowledge. Campaigns were adapted for each market rather than directly translated.
Budget control and spend efficiency	Aditiser monitored pacing, reviewed search terms and campaign performance, recommended reallocations and implemented approved changes to reduce wasted spend.
Quality assurance and compliance	Automated checks and specialist review identified broken links, disapprovals and market-specific risks. Issues were corrected or escalated through iHerb's approval process.
Operational efficiency	Aditiser managed millions of keywords, recurring reporting and day-to-day communication across markets. Automation reduced repetitive work while specialists maintained campaigns and quality.

ADDITIONAL CAPACITY

Extra support when iHerb needed it

Because Aditiser already worked inside iHerb's operation, the team could take on more work quickly. This included affiliate, influencer, content and other recurring tasks. Aditiser used its own expertise and followed iHerb's processes.

Affiliate operations Publisher communication, onboarding, commission updates, promotion support and program administration.	**Influencer campaign support** Brief coordination, content review, deliverable tracking, localization support and paid amplification.
Content and social support Photography, asset coordination, uploads and other defined campaign tasks.	**Additional operational support** Recurring or urgent work was absorbed through the existing partnership when internal capacity was limited.

PLATFORM COVERAGE

Selected advertising and partner platforms

Aditiser supported a broad mix of global and local platforms through one delivery relationship.

Google Ads · Microsoft Advertising · Apple Search Ads · Meta Ads · Yahoo! JAPAN Ads · Baidu · 360 Search · Yandex · Partnerize · Impact · CJ · Awin

WHAT THE MODEL ENABLED

The benefits iHerb gained from the partnership

The operating model solved the coordination, control and capacity problems created by international scale. These are the same pressures many global marketing teams face.

One point of contact

iHerb could work through one embedded team across markets, services and local partners while keeping visibility and final approval.

More capacity through the same team

New markets, platforms and support areas could be added without creating a new internal team or appointing another agency each time.

Better budget control and less wasted spend

Central pacing, search-term reviews and approved reallocations helped iHerb keep closer control of spend across markets.

Less operational burden

Aditiser took ownership of recurring reporting, communication, campaign maintenance and quality checks, giving iHerb's internal team more time for wider priorities.

CLIENT'S VOICE



"Aditiser has been an instrumental partner in supporting iHerb's global growth marketing efforts. Their operational reliability, responsiveness, and expertise have made them a consistent asset to our organization."

Neil Folgate
SVP, Global Growth Marketing at iHerb



"iHerb's paid media program spans more than 180 countries across APAC, Europe, LATAM, and MENA. Aditiser was critical in supporting that program over the years."

Eric Eng
Director, Growth Marketing at iHerb

OUR SYSTEM

Built to support global growth

We help enterprise teams manage complex international programmes without losing local relevance, commercial control, or delivery quality. Our model is designed to feel like an extension of your team, while adapting to the priorities of each client and market.

Discuss an embedded delivery partnership →

Operate across complex markets

Coordinate activity across countries, languages, platforms, and stakeholders with one clear operating model.

Work as an extension of your team

Integrate with internal teams, reporting rhythms, and approval processes so delivery feels embedded, not outsourced.

Adapt to each client's goals

Balance global consistency with local market decisions, budget control, and client-specific priorities.

Designed for brands that need global capability, local relevance, and dependable execution.

CLIENT DETAILS

Client	iHerb Inc.
Founded	1996
Industry	Health and wellness ecommerce
Markets	North America, Latin America, Europe, CIS, MENA, Asia-Pacific, Australia and New Zealand
Global workforce	3,000+ team members
Website	iherb.com

Contact

Aditiser Marketing Limited
Auckland, New Zealand · Worldwide delivery
hello@aditiser.com · aditiser.com