

Discover: 10 recruitment and optimization efficiencies that fuel profitable growth



FACT: Modern consumers are exposed to up to [10,000 ads per day](#). This ad saturation can be largely attributed to the proliferation of digital-consumption channels, a technology-first mindset and a rise in both accessible devices and daily device use. Not surprisingly, a consequence of consumer hyper-connectivity is the expectation of a fluid and cohesive experience across their buying journey—regardless of which device or medium brand engagement occurs. In turn, the responsibility to create an authentic omnipresence—an initiative that significantly drives up the cost of customer acquisition—falls squarely on marketers’ shoulders.

Partner marketing gives brands a cost-effective alternative to subsidize their primary sales and marketing channels and create the operating leverage required to fuel profitable growth by connecting with the right partners to get in front of your target audience.

Easily tap these partners through Discover, the Partnerize platform’s recruitment engine that helps you to find and convert your target audience at scale.



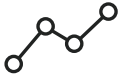
External recruitment that spans beyond the platform

Legacy affiliate networks limit your partner opportunities to those available in their database. The Partnerize platform expands your potential by making prospective partnerships from the broader digital ecosystem easily accessible. Without the limitations of selecting partnerships from a database, you can truly curate your own network.



Automated AI-driven recommendations

Sophisticated marketers make data-driven decisions—and partner recommendations shouldn’t be any different. Discover’s recommendation engine serves up unique partnership suggestions based on data science. Using your existing program and vertical-specific data, Discover allows you to hit the ground running by easily uncovering revenue-generating partners that already cater to your audience.



Gain insight into total reach

Total reach shouldn't be limited to site visits. A diversified portfolio needs partners with an engaged audience and strong social presence. Discover serves up partners' social footprint and audience for insight into the full scope of their audience.



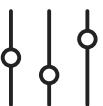
Target your audience with right-fit partners

Cut through the noise with precision filtering functionality that uncovers the most relevant prospective partners. Brands can refine their searches with filters like social presence, geographic location and monthly visitors to build global campaigns that fuel omnipresence.



Cultivate exclusive partnerships

Activate existing partnerships in the Partnerize platform to provide them access to your partner channel content on an outcome-based pricing model. It's optional to keep these partners concealed from other brands so that they are exclusive to your network in the platform.



Maximize your recruitment efforts

Expedite partner activation with integrated email functionality that enables you to easily craft and deploy targeted messages to individuals or groups of partners through their recruitment phases from invited through joined.



Diversify your partnerships

Curating a diverse partner program enables brands to expand their reach and leverage unique opportunities across partner types. Working with different partner verticals across a variety of promotional methods makes cost-effective omnipresence attainable.



Tap into new markets

The partner channel's attractive outcome-based payment model means that marketers can create a presence in new markets at a controlled cost. With Discover's precision search functionality, marketers can uncover global partners and expedite activation in markets where they wish to expand.



Contact prospects and partners with integrated email functionality

Contact prospective partners, coordinate featured placements, negotiate commission terms and more without leaving the platform. Discover's native messaging capabilities enable you to craft communications for individual messages or group messages without leaving the platform.



Evolve beyond last click

Legacy affiliate networks lack the innovative partner acquisition tools necessary to uncovering right-fit partners. Discover enables marketers to diversify their programs beyond traditional last-click partners to include influencers, content creators, social, mobile and more—the first step in turning your advertising into a profit center.