Partnerize

# 8 "Musts" to set your partnerships up for success

As marketers close the books on the H1, it's now time to shift gears to planning and execution for the back-to-school and holiday shopping seasons! While it may feel premature to launch back-to-school promotions and messaging as students just wrapped the school year, nearly half of consumers shopping for back-to-school supplies will begin shopping in early July. Marketers seeking a piece of the back-to-school pie (a projected $81B this year) must consider time-sensitive priorities to ensure that they are prepared for not only back-to-school but also the holiday shopping season which continues to creep earlier with each new year.

Check the boxes on these performance marketing 'musts' to maximize revenue growth in the coming months.

1 Ensure that your tracking is future-proofed

Driving profitable growth requires partnerships to be optimized by data-driven insights. And garnering accurate, actionable data hinges on reliable tracking–a critical foundation for any partnership program to support:
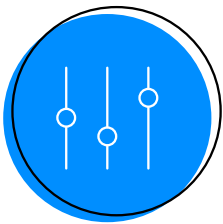
Performance measurement.
Performance tracking provides brands with the insight they need to evaluate partner-specific results, identify trends, and measure program success–visibility that enables data-driven decisions that drive profitable growth.

Transparency.
Brands and partners need transparency into their respective performance results to fuel optimization initiatives. With transparency into performance powered by accurate tracking, each group has the insight necessary to identify top performers, underperformers, collaboration opportunities, and those partnerships that require activation.
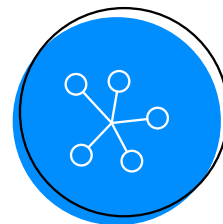
Accurate attribution.
Persistent tracking is necessary to appropriately attribute conversions to the partner(s) that played a role in outcomes, ensuring that they are equitably rewarded for the value they provided.

While Google Chrome has extended their plans for third-party cookie deprecation, Safari and Firefox have already released cookie-blocking technology that targets both third-party cookies and, more recently, first-party cookies. Therefore, tracking is at risk for marketers that rely on cookies. Ensure that you are relying on one of Parnerize's future-proofed tracking solutions to maintain accurate, persistent tracking throughout the H2 spending surges.

2

Dive into data for strategic decisioning

Build a data-driven strategy using integrated reporting and analytics. Easily surface actionable insights from a designated period last year, or compare previous data sets using the year-over-year comparison tool so that you can:

- **Replicate successes.** Reference top revenue and traffic drivers, and coordinating placement opportunities or keep them in-the-know with your upcoming promotional schedule.

- **Identify underperformers.** Surface partners that drove traffic but did not convert, or partners that did not drive any traffic and target them with segmented messaging or promotional incentives.

- **Set goals.** Determine goals such as increasing average order value, traffic or conversion rate based on previous performance so that you will be able to clearly define if the promotion or campaign was successful.

3

Determine key performance indicators

Measuring success is a critical component of partner management–ongoing performance measurement made easy with the Partnerize key performance indicator (KPI) dashboard. Once you've determined goals based on last year's outcomes or your unique business goals, input them into the Partnerize KPI dashboard which enables tracking of up to eight monthly, quarterly or annual goals against 11 available KPIs. At-a-glance progress toward KPIs that matter most to you allow you to:
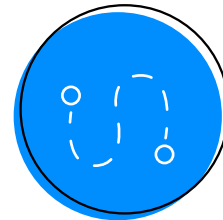
Save time.
Enable ongoing success measurement without the need to frequently populate manual reporting templates.

Use data to guide your decisioning.
Use real-time insight into the status of your goals–visibility that allows you to quickly adjust strategy.

Track milestones.
Ensure that you are maintaining momentum to meet your desire outcome.

4 Diversify your partner makeup

Beat the holiday rush (and upcoming code freeze) by finding and activating new partners into your program this summer–partners that may play a significant role in incremental revenue generation in the coming months! To get started:

- **Surface competitor partnerships.** Use the "Links to URL" functionality in Discover's Prospects–a filter that populates prospective partners linking to your competitors' sites.

- **Target partners by social media reach.** The "Audience Reach" filter lets you sort by number of followers on a designated social media platform.

- **Go global.** Filter prospective partnerships by operating country to easily recruit and activate partners in targeted regions.

5 Activate buy-now-pay-later-partnerships

Emerging as a top category on the platform this year, buy-now-pay-later (BNPL) partners have become a critical component of a successful partnership program–and it's not too late to recruit them into your program for H2 optimization! Providing a no-to-low interest alternative to credit cards, BNPL partners give consumers purchasing power, spreading payments over time and protecting their credit score.

Whether you've already explored BNPL partnerships or are considering activating some into your program, consider these optimization recommendations:

- **Allocate budget for paid placements.** Ensure that you catch the eyes of your target audience on BNPL sites by allocating marketing dollars toward media opportunities–feature opportunities that will alert both new and existing customers to your presence on the BNPL site.

- **Promote this payment option.** If your products carry a larger ticket price, let your audience know that they can purchase these items via BNPL partners. With the ability to stretch larger payments over time interest-free, consumers will have reduced hesitation when it comes to completing their purchase.

- **Communicate with the partner.** BNPL partners take a targeted approach to messaging their consumers, ensuring that the most relevant message reaches prospective buyers for the best possible experience. Communicate your goals and target audience to ensure that you are featured where your customers are most likely to be browsing.

6

Tap turnkey integrated partnerships

Incorporating functionality from across the technology ecosystem into your digital mix is easy with Partnerize's API-first approach to integrated partnerships. Additionally, implementing third-party functionality is turnkey for advertisers using the Partnerize Tag.

Check out our network of integrated partnerships that let you bypass cumbersome integrations and optimize industry-leading solutions on a pay-for-performance model, including leading providers enabling remarketing and retargeting, push notifications, performance-based tv ads and more.
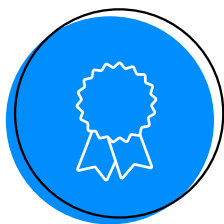
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Evolve beyond last click

Valuable touchpoints in the buyer journey are not limited to last click–influential interactions occur across the entire path to purchase. Partners' contribution to results can be equitably rewarded by way of the platform's spend allocation tools:

Preferred partner
Designate a single partner within your program as "preferred" and they'll be credited for every conversion they contribute to, regardless of where they appear in the partnership channel click stream.

In-cart
Shift commission to partners that strongly influence a transaction by crediting the last partner in the clickstream prior to a customizable time threshold.
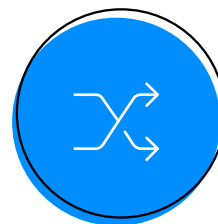
Split commissioning
Divide commission across several partners in the path to purchase, equitably rewarding multiple touchpoints based on the value they provide. Commission can be split across the initiator, contributor and converter.
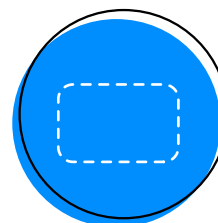
Suppressed code
Eliminate payouts on designated codes not intended for partner channel promotion.

First click
Incent introducers to promote your brand by rewarding their top-of-funnel touchpoint.

Exclusive code
Offer individual partners a unique promotional code that rewards them for each redemption–no click required.

Prior to the holiday season, implement one of the spend allocation tools. By launching a campaign using one of the features, you'll garner insights that will benefit your strategic optimization and maximize revenue growth.

Keep your partners in the know

8

Communicating with partners is paramount to ensuring that they have the program details and promotional messaging necessary to share your brand with their audience. Partnerize's communication tool enhancements make staying in touch with your partners easier than ever, allowing you to:

- **Easily design branded emails and newsletters.** Use drag-and-drop blocks for text, images, video or license-free stock imagery–no HTML skills required. Or, expedite creation of newsletters with an easily-modified selection of templates that provide a head start when it comes to deploying personalized messaging.

- **Save time by relying on AI.** Upgrade draft newsletter messaging with integrated AI functionality that makes it easy to develop and embed images, rephrase or summarize copy, check spelling and grammar, or adjust tone

- **Target your key audience with personalized content.** Tailor emails to the recipient with dynamic email content, including messages, images and CTAs for specific partners or groups of partners. With email editor enhancements, getting your message to the right audience in the format of your choosing is just a few clicks away.

Leverage the newsletter tool to begin communicating your back-to-school and holiday promotional plans with your partners so that you can lock in feature placements and promotional opportunities prior to the upcoming rush!

To learn more about setting your partnership program up for success, get in touch at contact@partnerize.com.