



Partnerize

# U.S. Retail Affiliate Marketing Sales Index

Updated through January 31<sup>st</sup>, 2024



# Introduction

In developing the U.S. Retail Affiliate Marketing Sales Index we measured the gross merchandise sales directly attributable to affiliate marketing promotions for the period beginning January 1<sup>st</sup> through December 31<sup>st</sup> and compared them against the affiliate gross merchandise sales for the same period in 2023.

We analyzed performance in 10 retail categories comprised of ~700 retail brands as tracked in the platform. Additionally, commission trends, publisher activity and customer behavior were also examined.

The U.S. Retail Affiliate Marketing Sales Index data is not intended as a proxy for overall affiliate marketing activity, e-commerce activity overall, or the performance of any individual business, including Partnerize. On a periodic basis, we review and update our same store flag methodology as new stores join the platform. On June 20th, 2021, we updated our same store logic to more closely reflect trend activity. Periodic normalization to account for data anomalies may also occur.

# Revenue growth, by vertical, through January 2024

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## Accessories & Jewelry



**+25% YoY**

## Sports & Fitness



**+14% YoY**

## Home & Garden



**+10% YoY**

## Food & Drink



**+1% YoY**

## Other



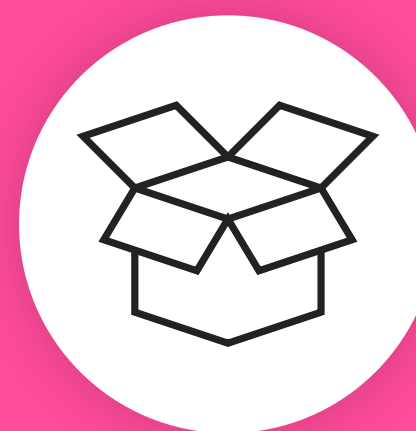
**-2% YoY**

## Clothing & Apparel



**-6% YoY**

## Gifts & Flowers



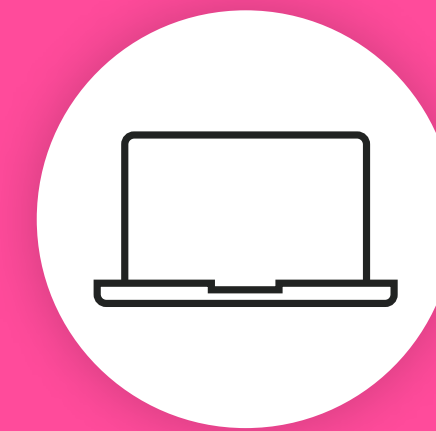
**-9% YoY**

## Health & Beauty



**-12% YoY**

## Computers & Electronics



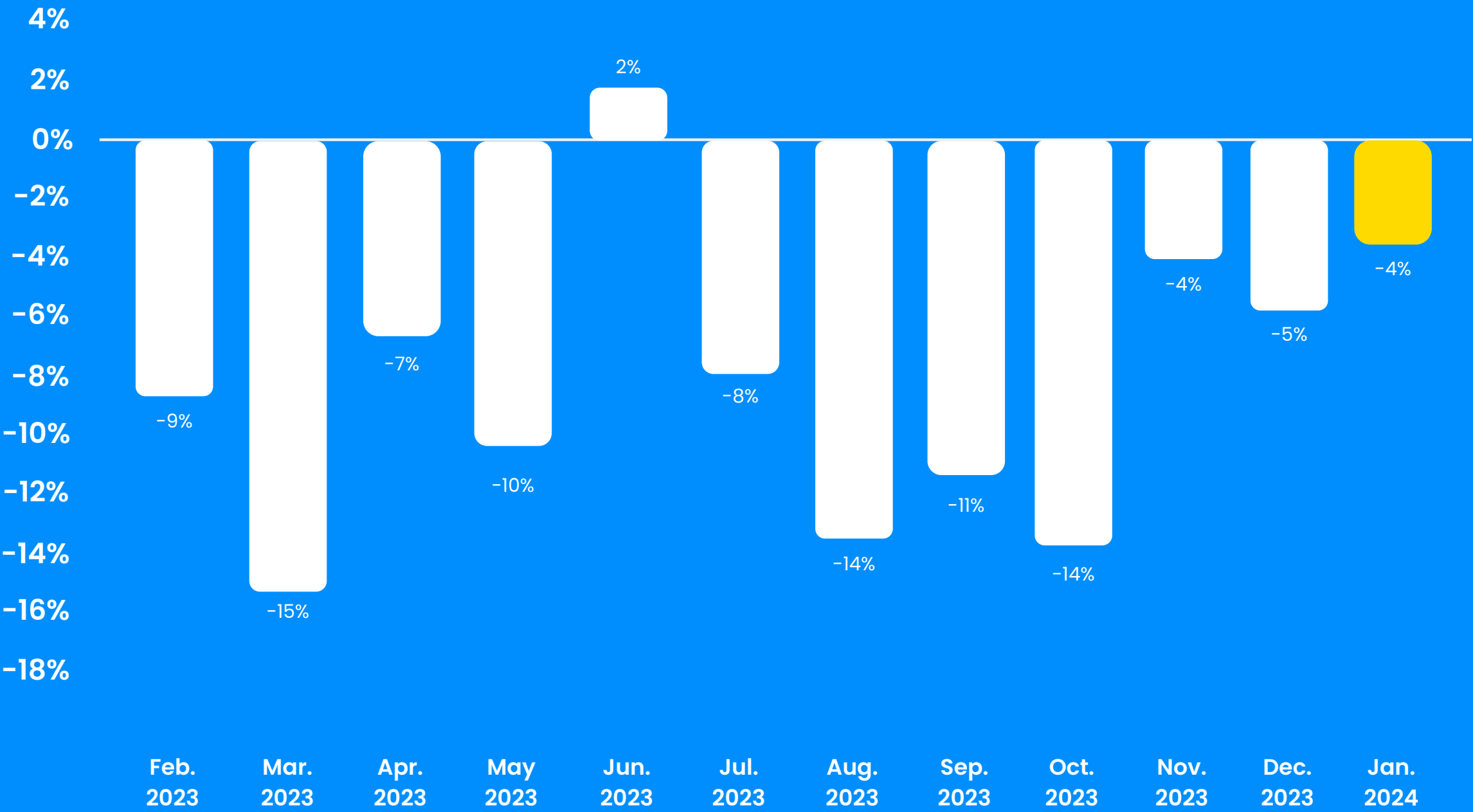
**-65% YoY**

The "Other" category consists of the following verticals: Phonecard Services, Travel, Business, Art/Photo/Music, Shops/Malls, Books/Media, Family, Pets, Smoking & Tobacco, Education, Baby, Adult, Hunting & Firearms, Insurance, Automotive, Entertainment, Medical, Games & Toys, Commerce, Web Services, Financial Services, Marketing, Recreation & Leisure and Dating.

# Monthly revenue trends

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## Gross Revenue YoY Growth

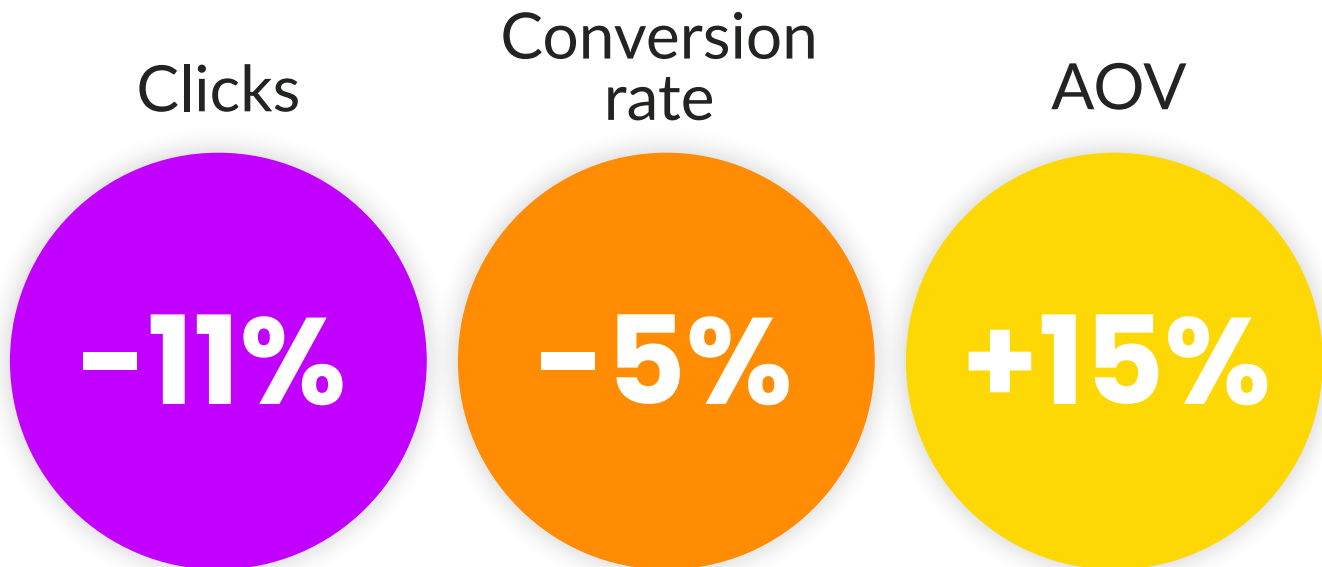
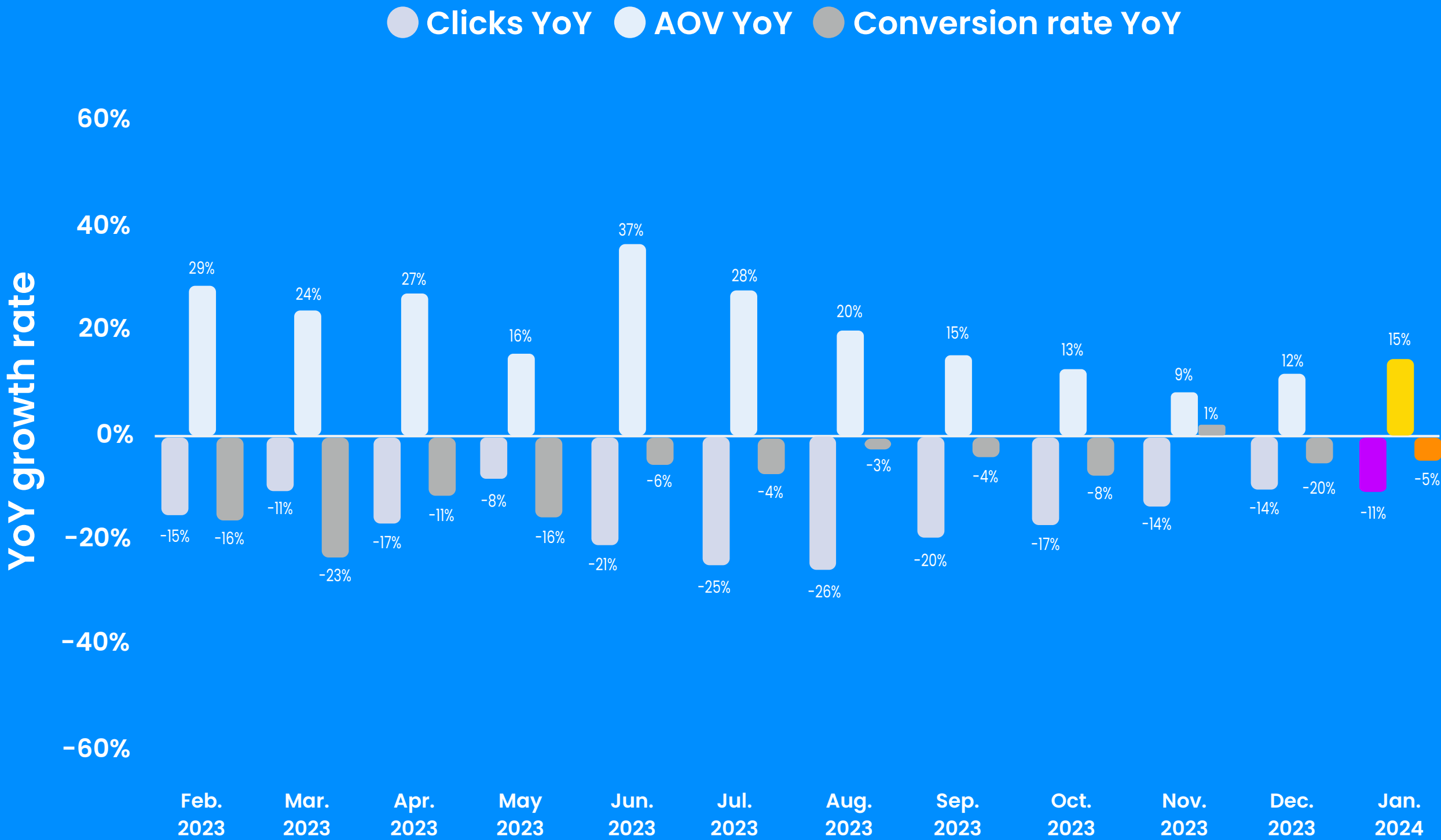


**-4%**

Gross Revenue decreased by 4% YoY in January 2024.



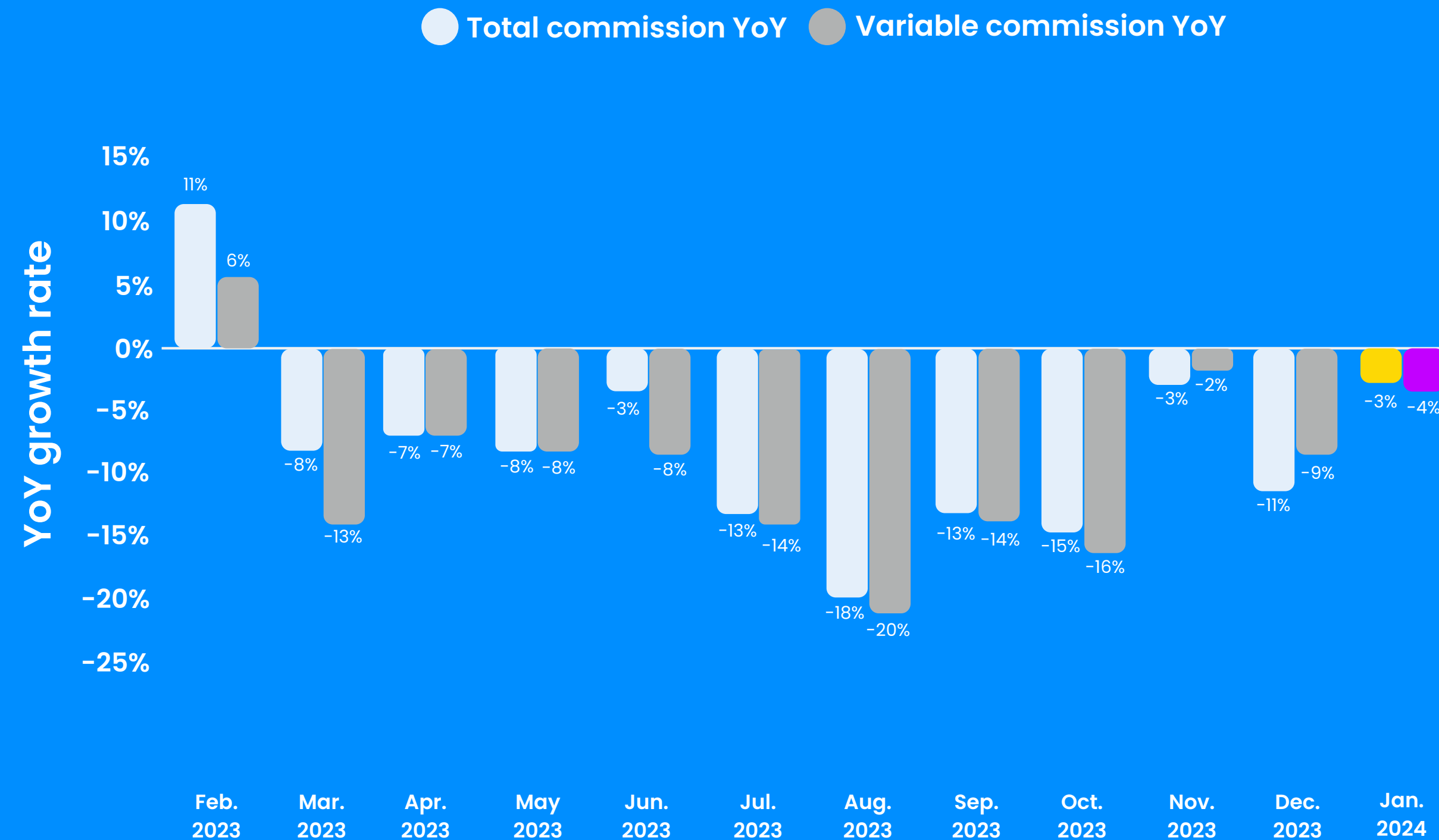
# Drivers of monthly revenue growth



In January 2024, there was a decrease in revenue and it was made up by an 11% decrease in clicks, a 5% decrease in conversion rate, and a 15% increase in average order value.

# Monthly commission trends

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**-3%**

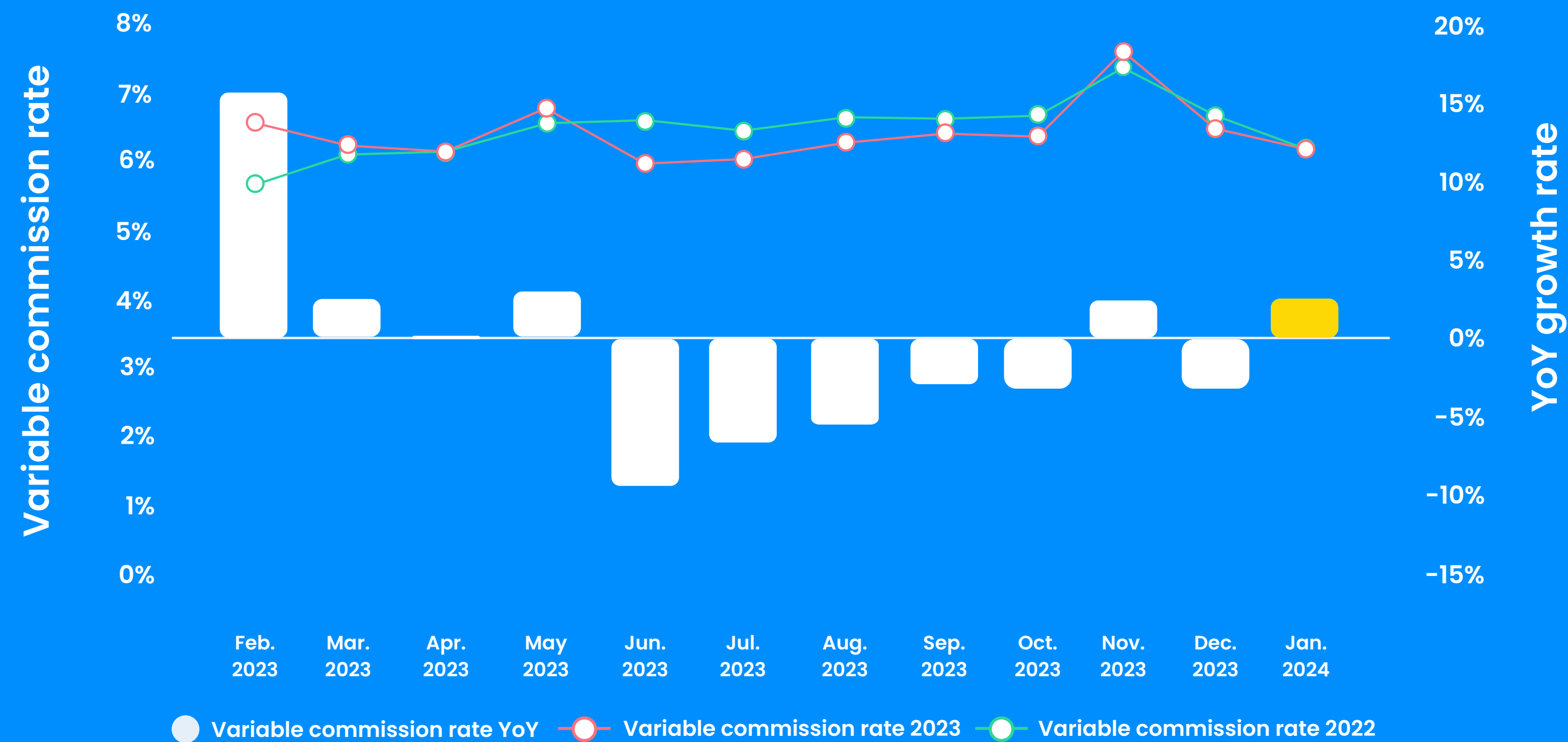
**-4%**

In January 2024, variable commission is down 4%, and total commission is down 3%.

- Commissions paid to publishers are comprised of two types:
  1. "Variable Commission" is defined as a percentage of revenue or conversion
  2. "Bonus Commission" is defined as a flat amount typically associated with paid placements or media buys
- "Total Commission" is defined as the total of "Variable commission" plus "Bonus commission"

# Monthly variable commission rates trends

## Variable commission rate and growth YoY

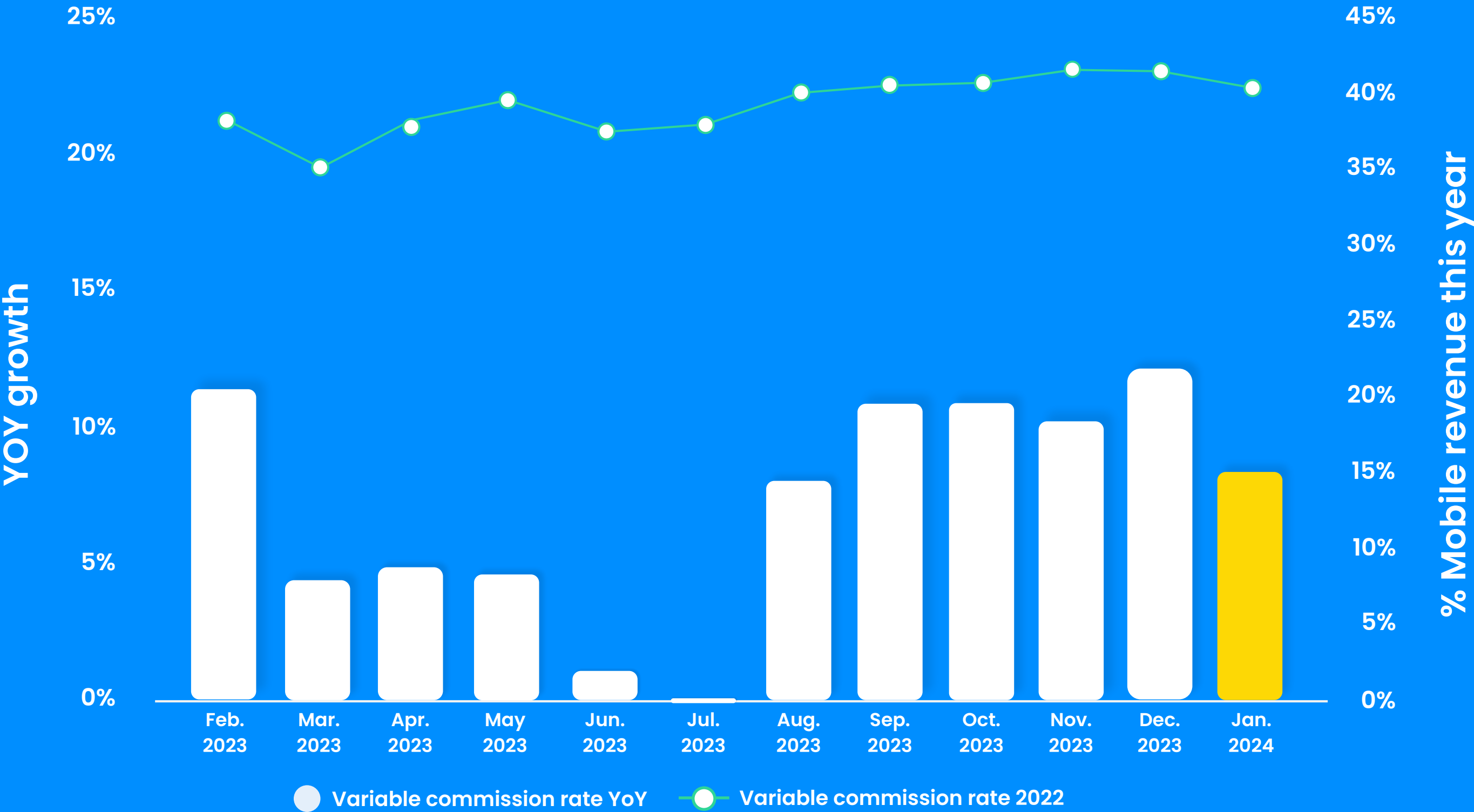


**6.2%**

Variable commission rates in January 2024 were at 6.2%, around the norm for the past year, and 0% change from January of 2023.

# Monthly mobile revenue share

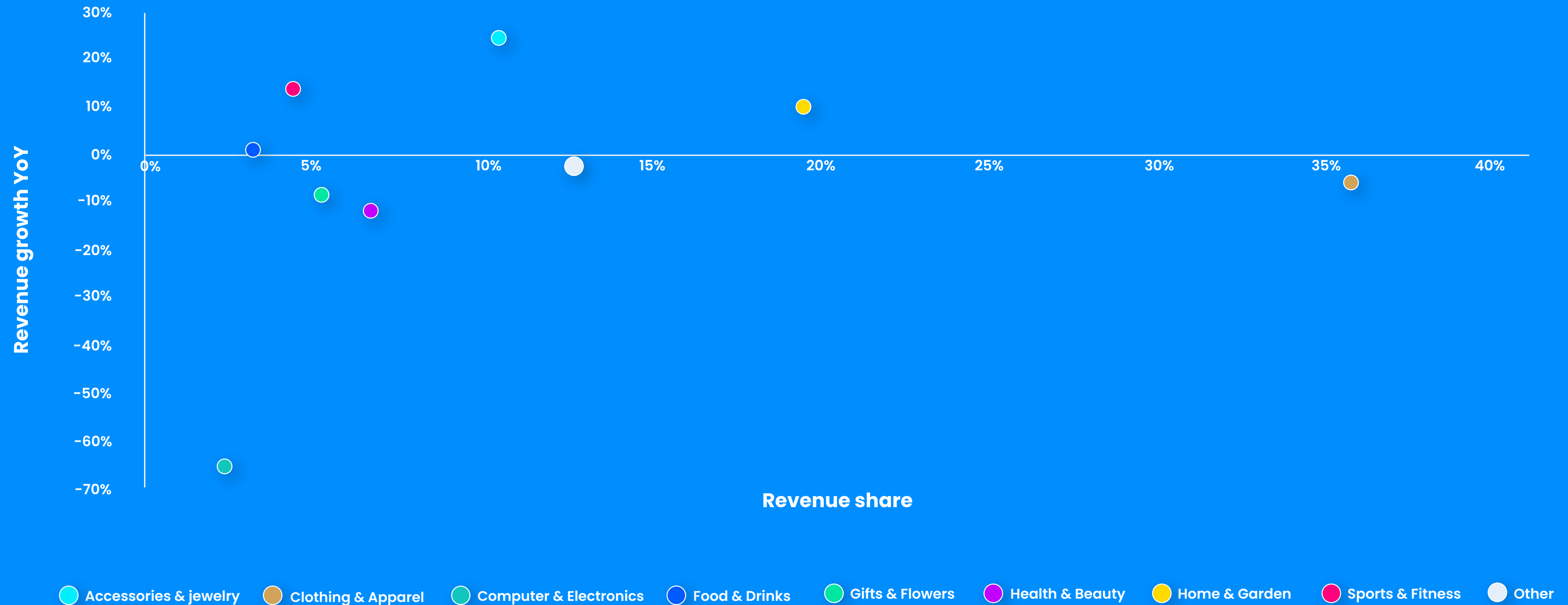
% of revenue from mobile



40%

Percentage of revenue from mobile was 40% in January 2024, an 8% increase over last year.

# Revenue growth by advertiser vertical



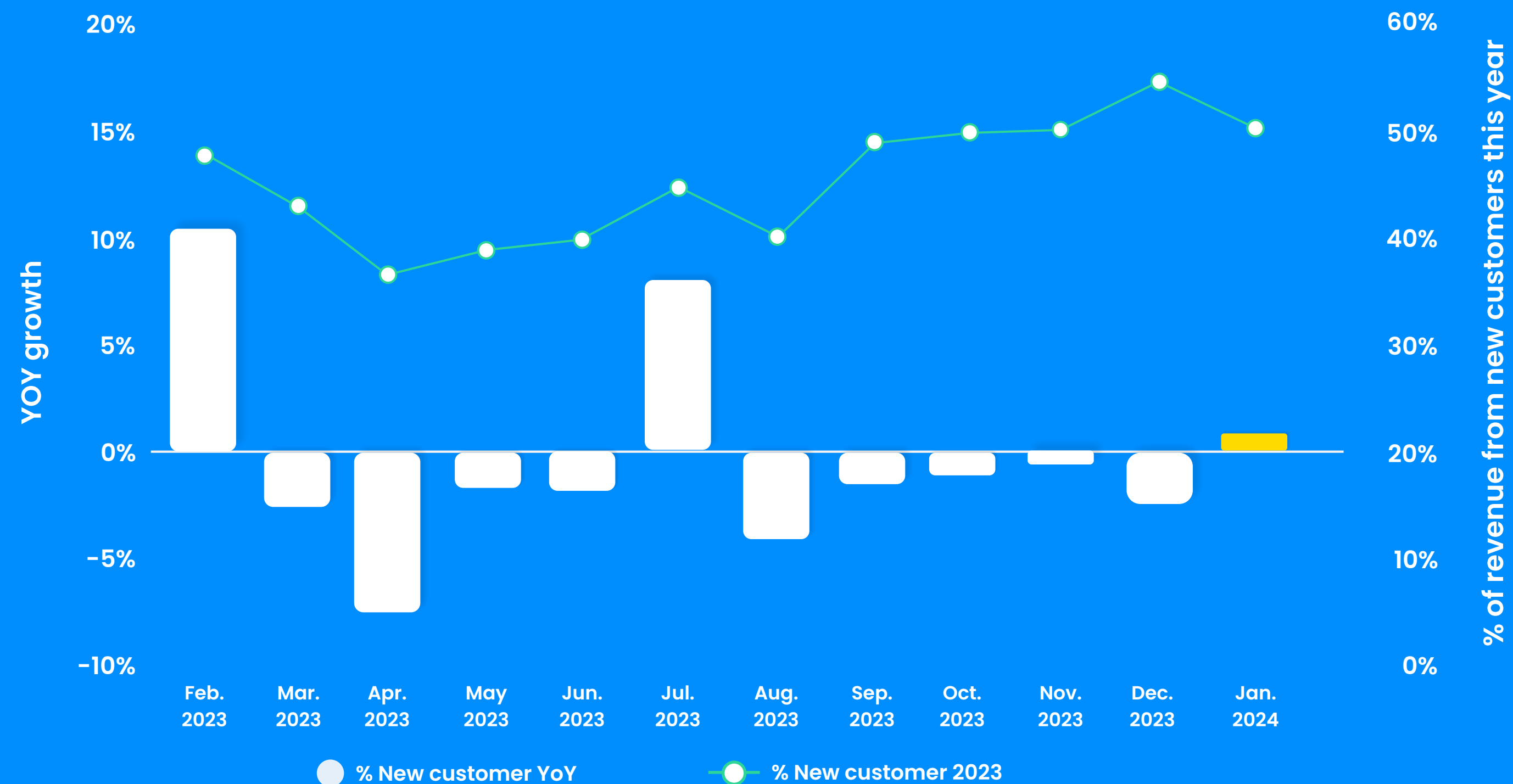
The "Other" category consists of the following verticals: Phonecard Services, Travel, Business, Art/Photo/Music, Shops/Malls, Books/Media, Family, Pets, Smoking & Tobacco, Education, Baby, Adult, Hunting & Firearms, Insurance, Automotive, Entertainment, Medical, Games & Toys, Commerce, Web Services, Financial Services, Marketing, Recreation & Leisure and Dating.



# Monthly new customer revenue share

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## % of revenue from new customers



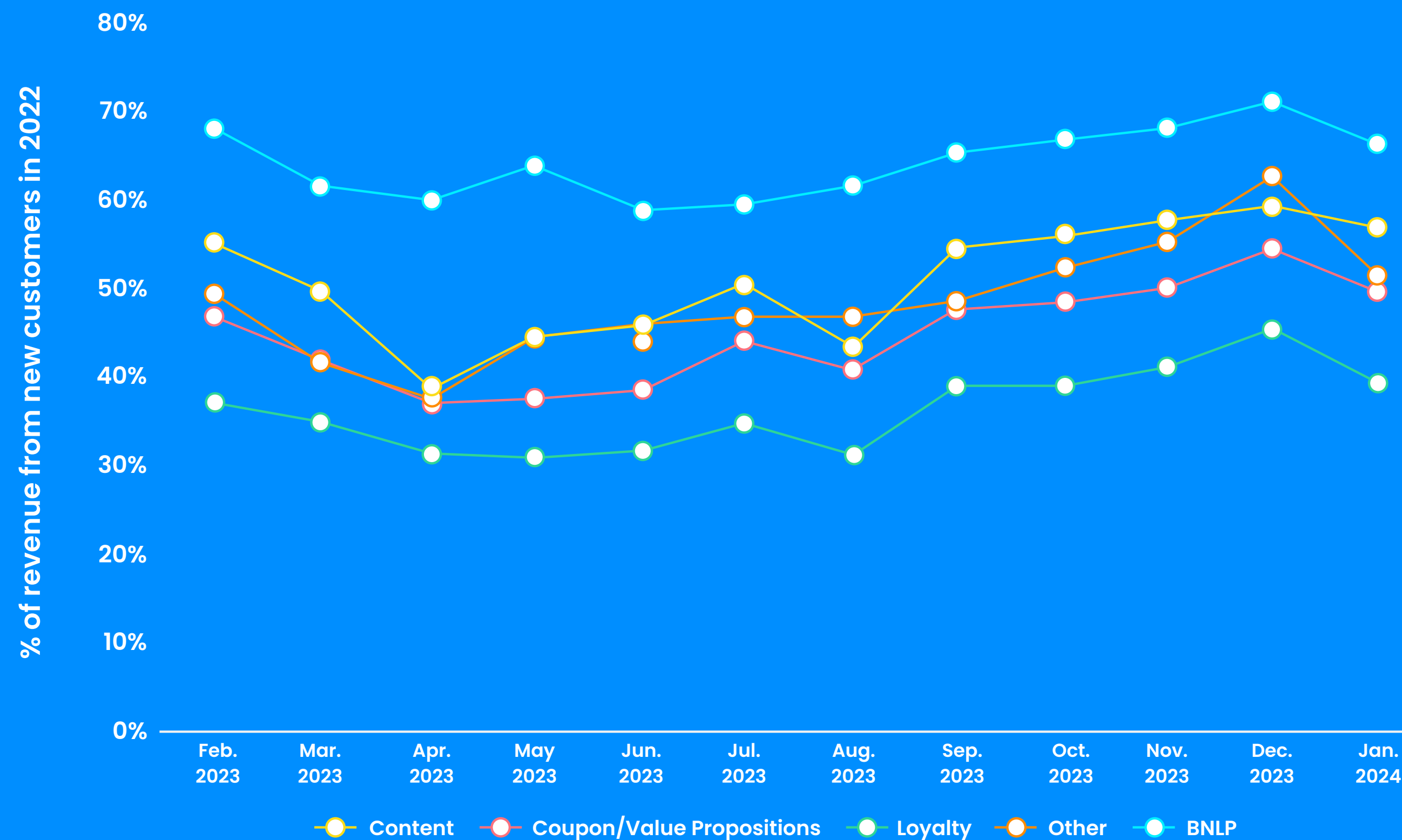
51%

In January 2024, the percentage of revenue acquired from new customers is 51%, a 1% YoY increase.

# New customer revenue by publisher category

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% of revenue from new customers in past 12 months by publisher category



66.6%

The January 2024 percentage of revenue from new customers by partner category:

Other 51.8%

Content 56.9%

Coupon 49.8%

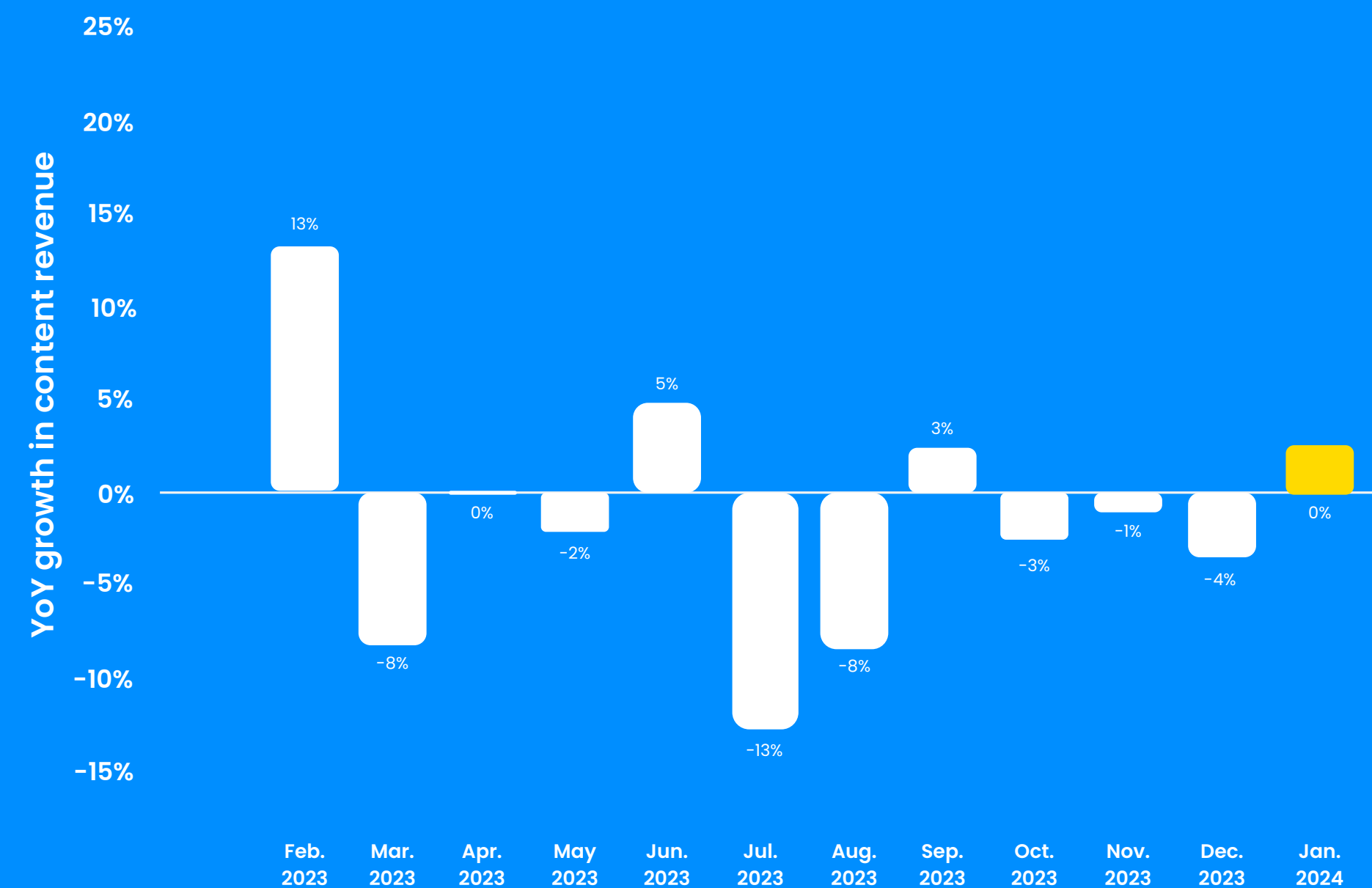
Loyalty 39.5%

BNPL 66.6%

# Content publisher YoY revenue and commission trends

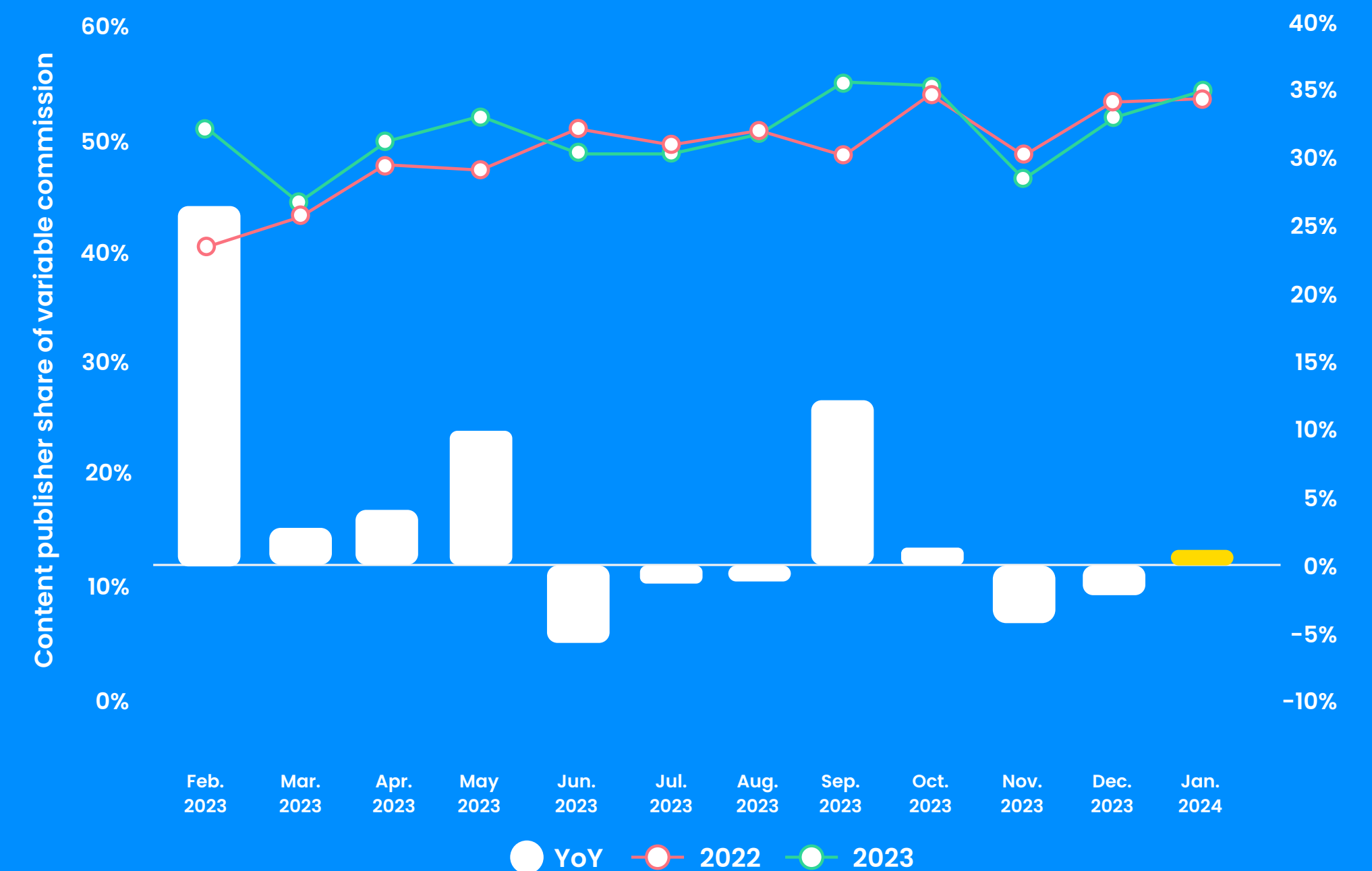
12

## Content publisher revenue YoY growth rate



Growth in the content partner category has increased by 3% in January 2024.

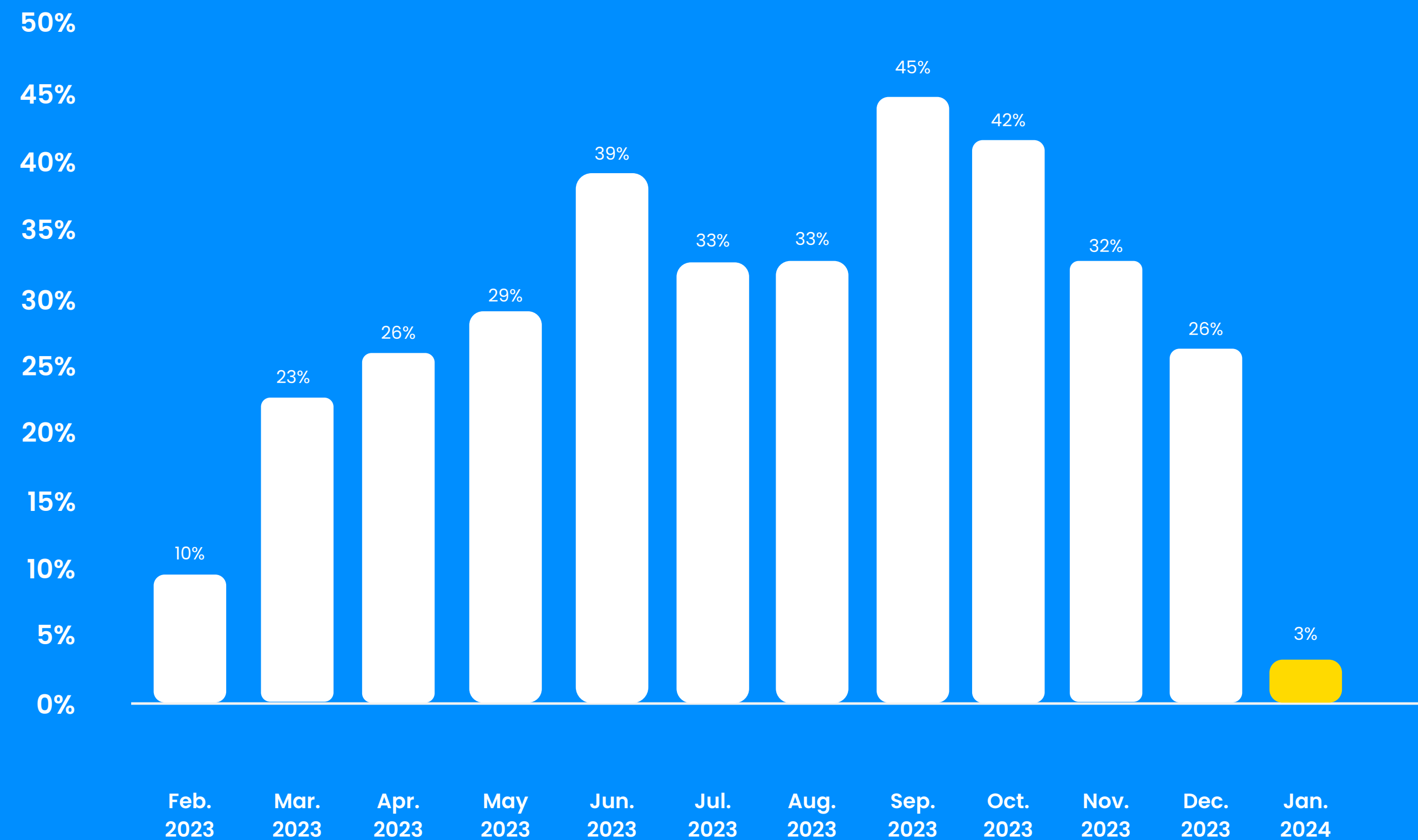
## Content publisher share of variable commission



In January 2024, share of commission for content partners is 54%, up 1% YoY.

# Publisher partner application growth YoY

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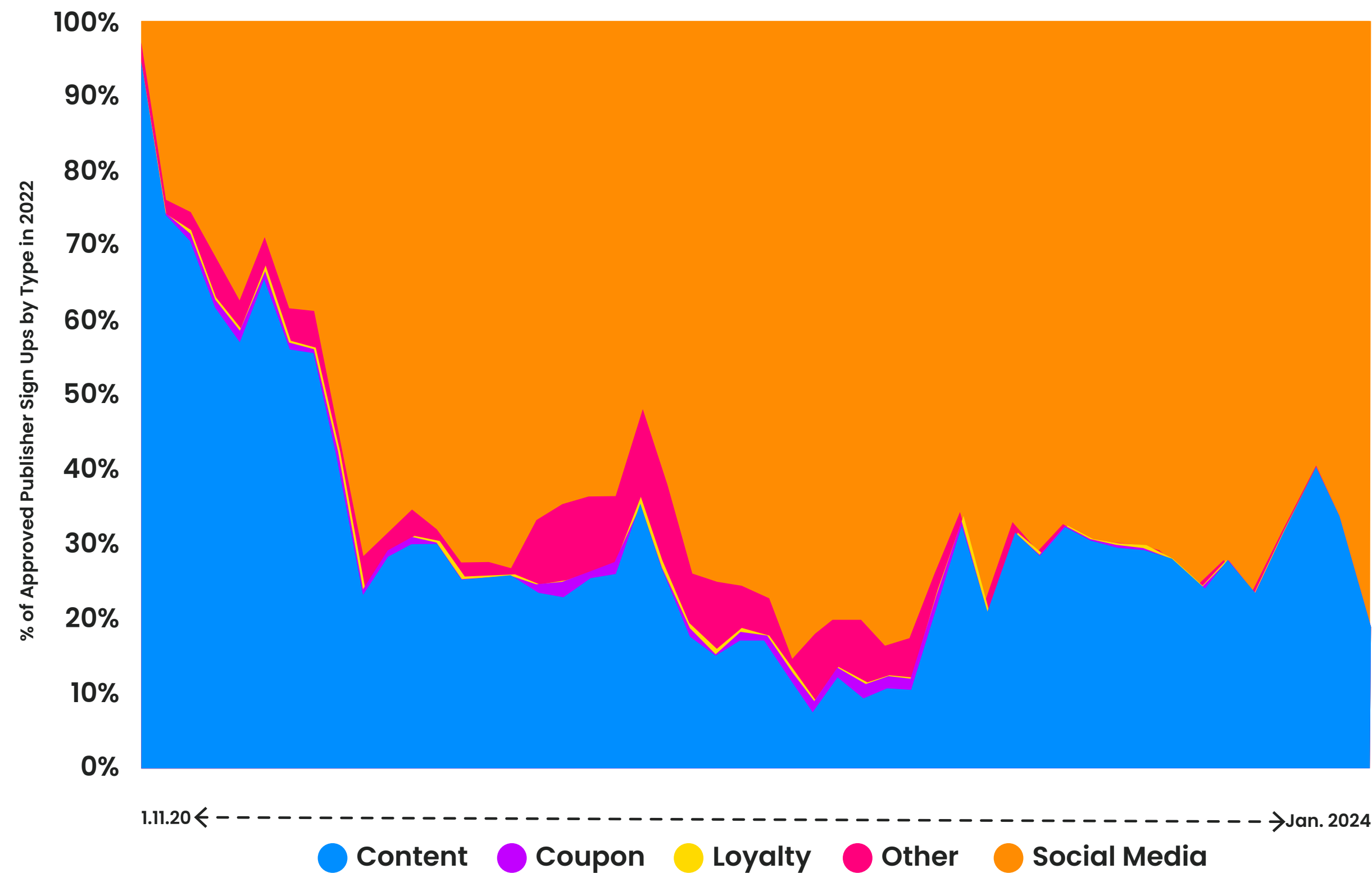


**3%**

Partner application increased 3% YoY in January 2024, the lowest it's been in the past year.

# % of approved publisher sign ups by type

14



Social media and content partners make up the majority of new publishers joining the Ascend platform.

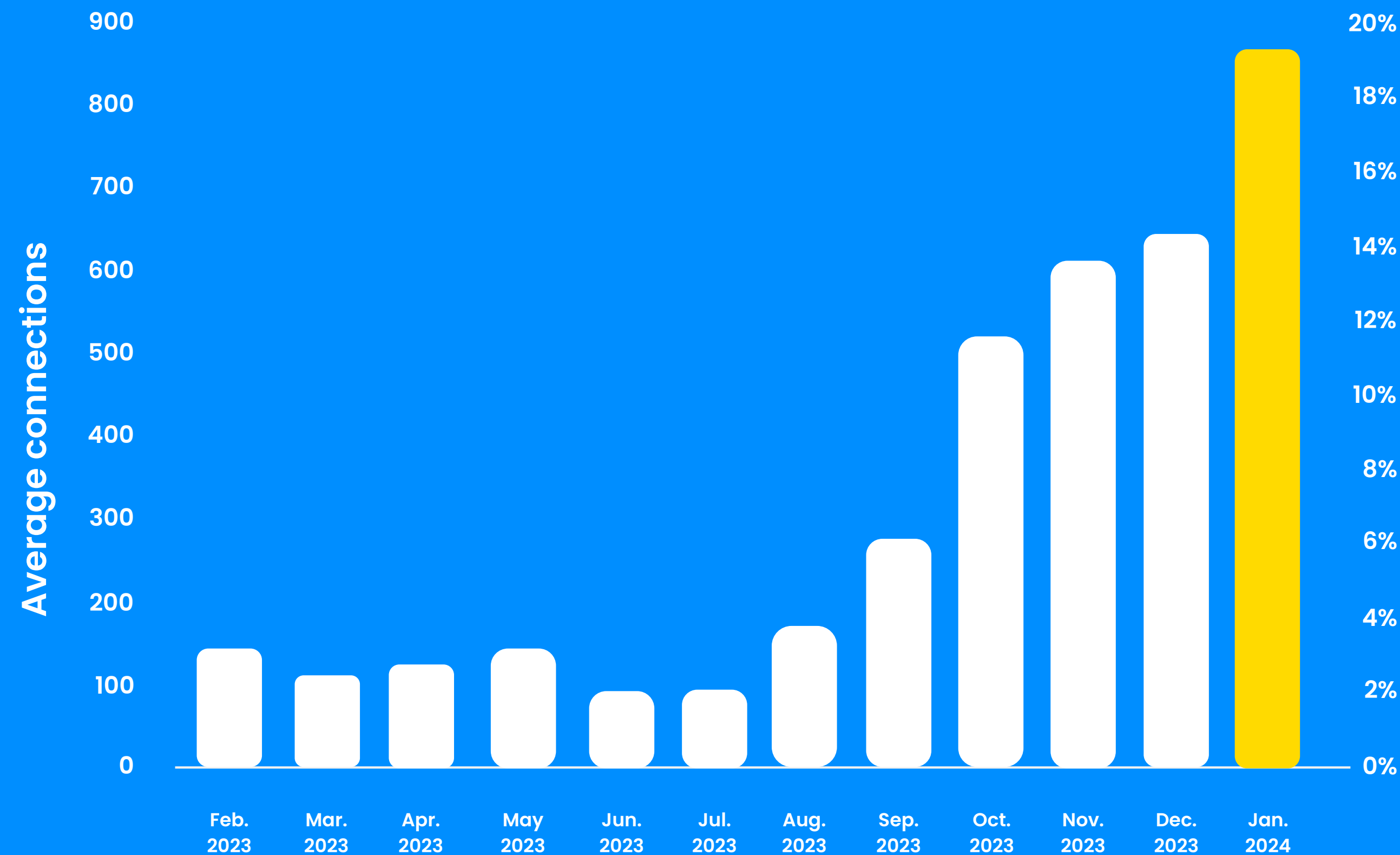
The trends have remained pretty consistent throughout the past year.



# Advertiser-Partner connections

15

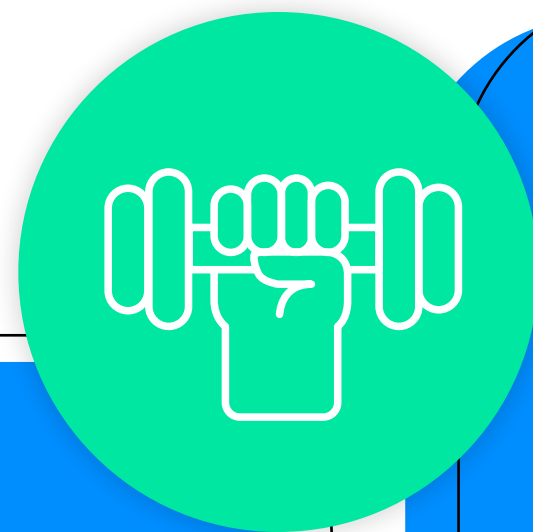
A connection between an advertiser and publisher is when the programs are joined.



# 19.3%

In the month of January, we saw a 19.3% increase YoY in the average number of connections per advertiser.

# Insights by vertical.



# YoY revenue share and revenue growth rate by vertical

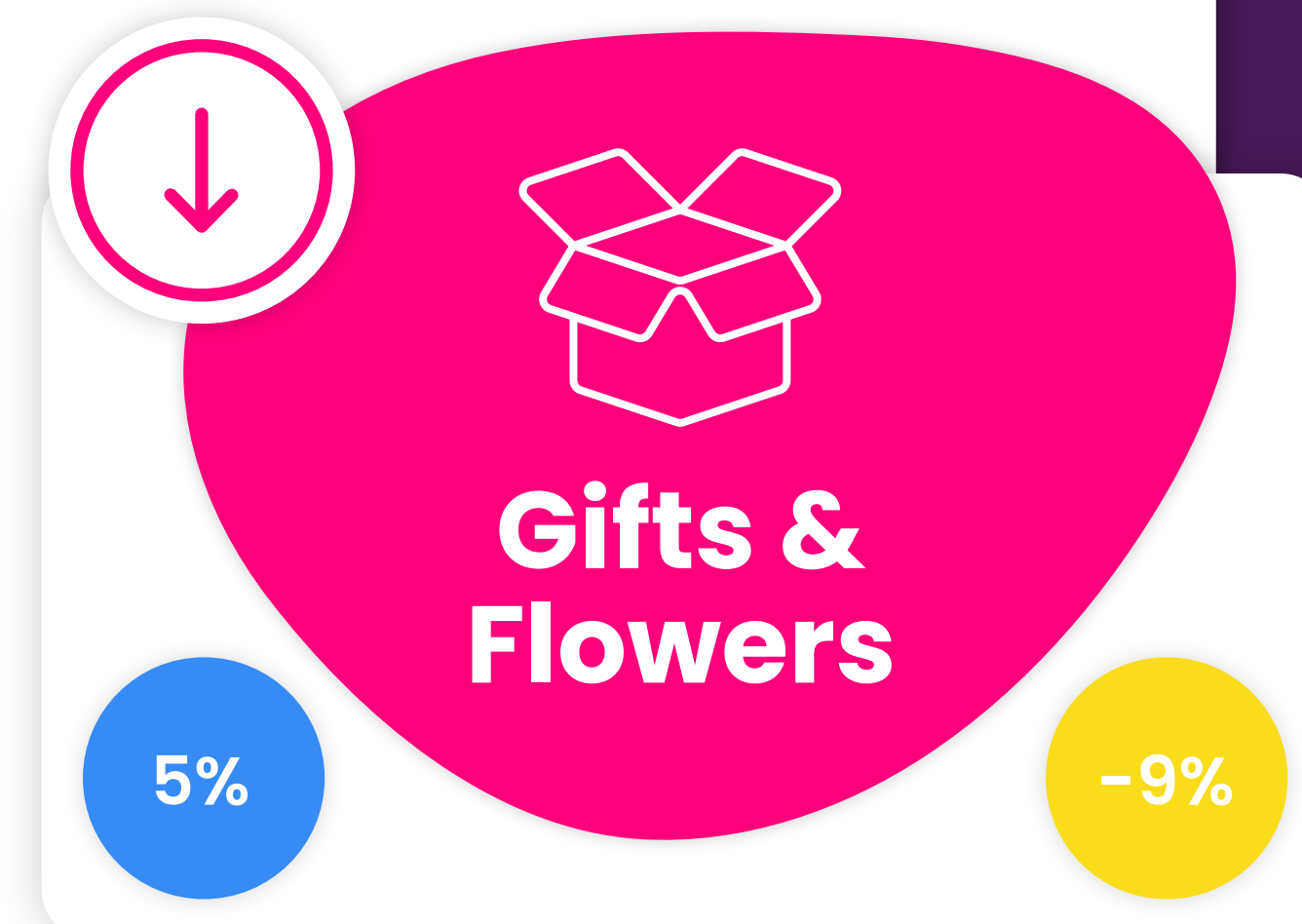
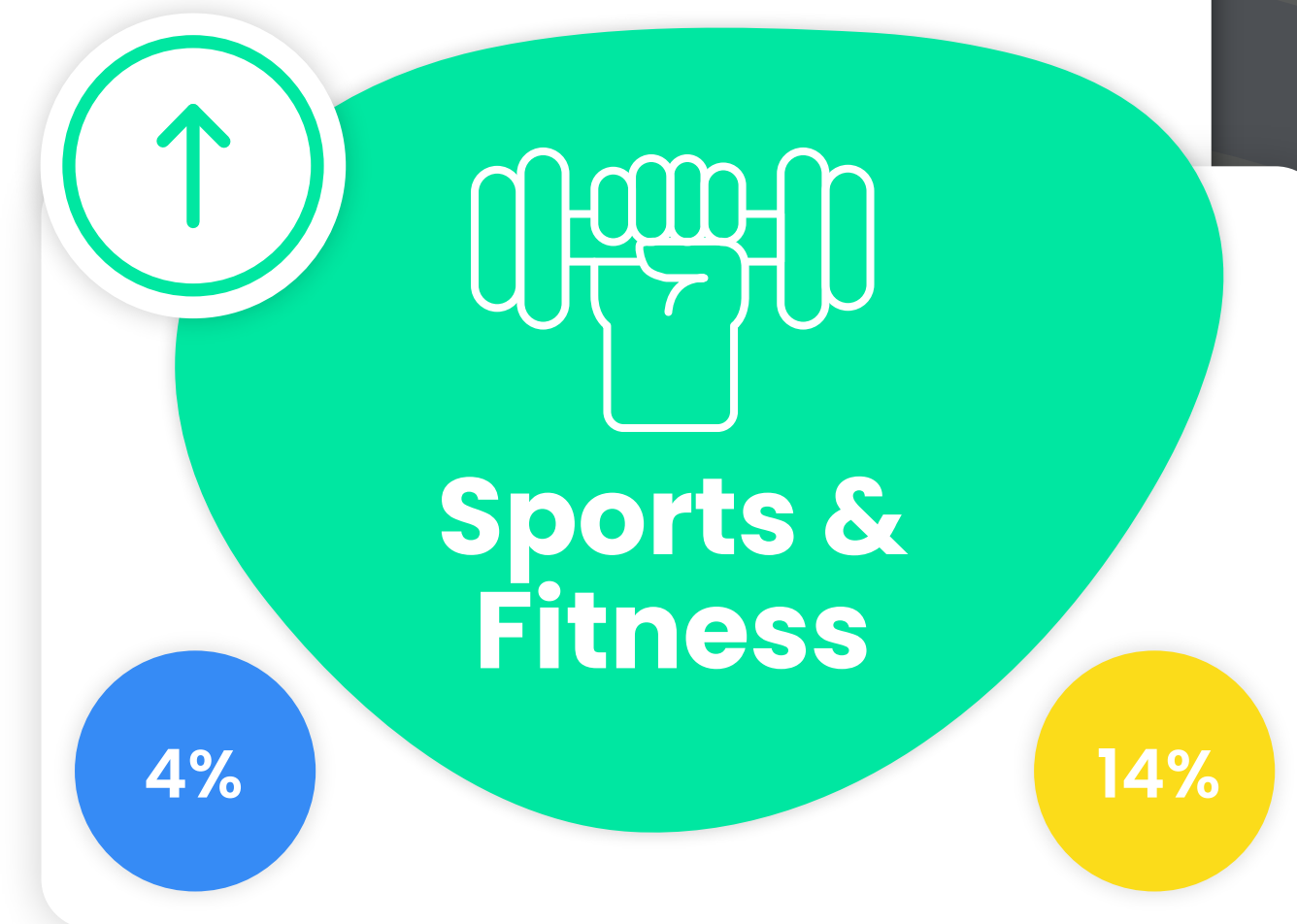
17

All data represents YoY growth for the end of January 2024.

Revenue Growth YoY



Revenue share YoY



# YoY revenue share and revenue growth rate by vertical

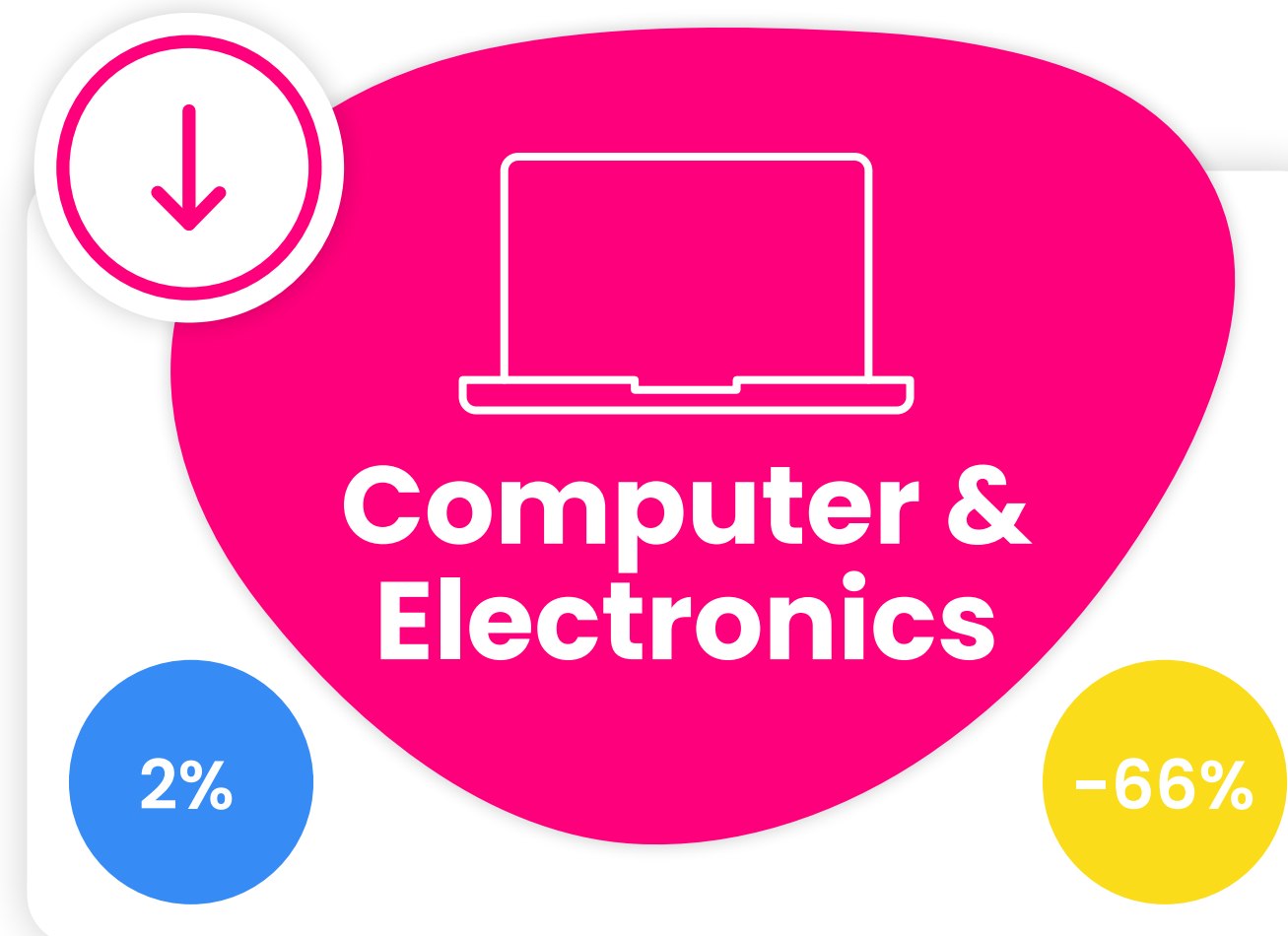
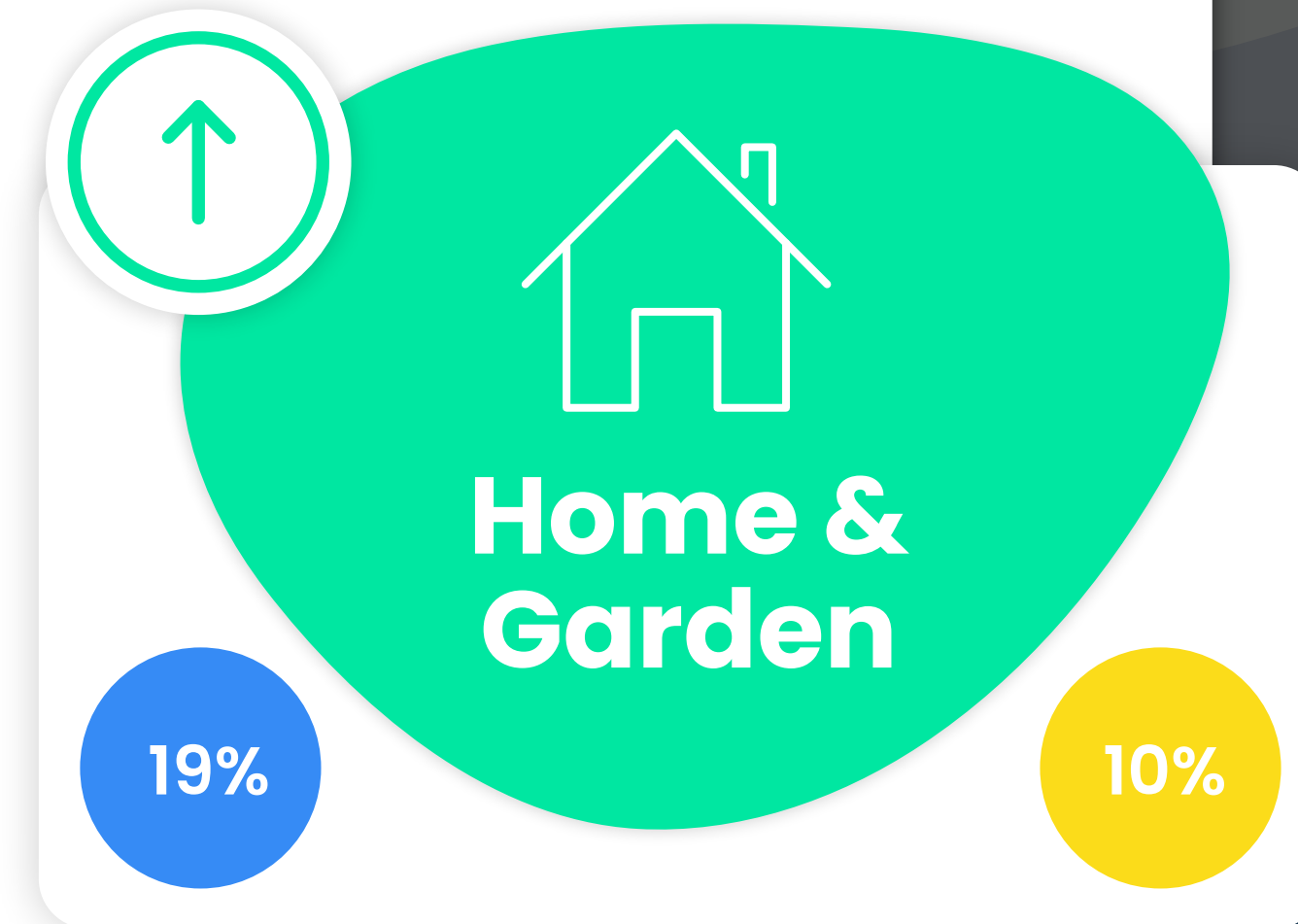
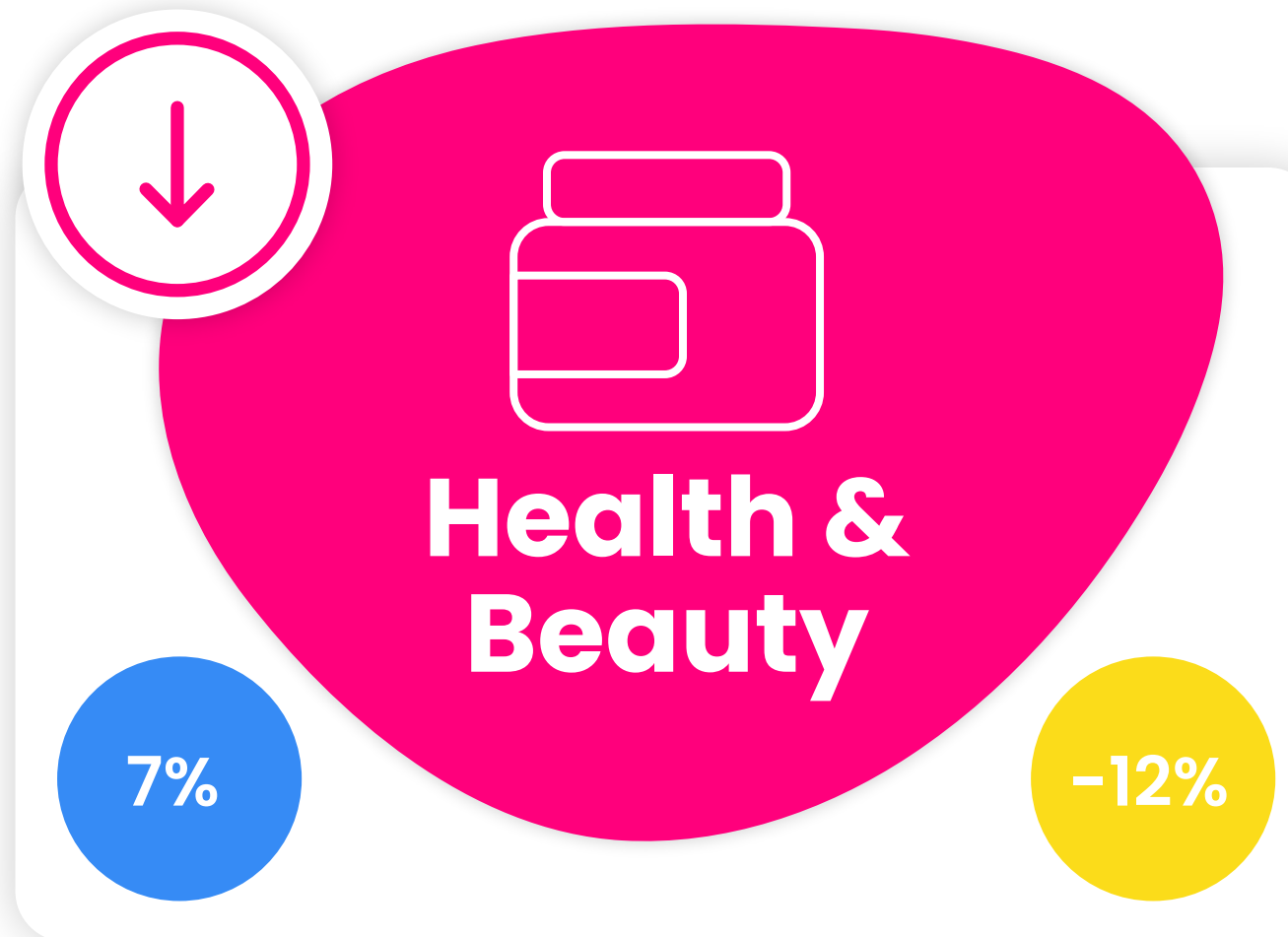
18

All data represents YoY growth for the end of January 2024.

Revenue Growth YoY



Revenue share YoY

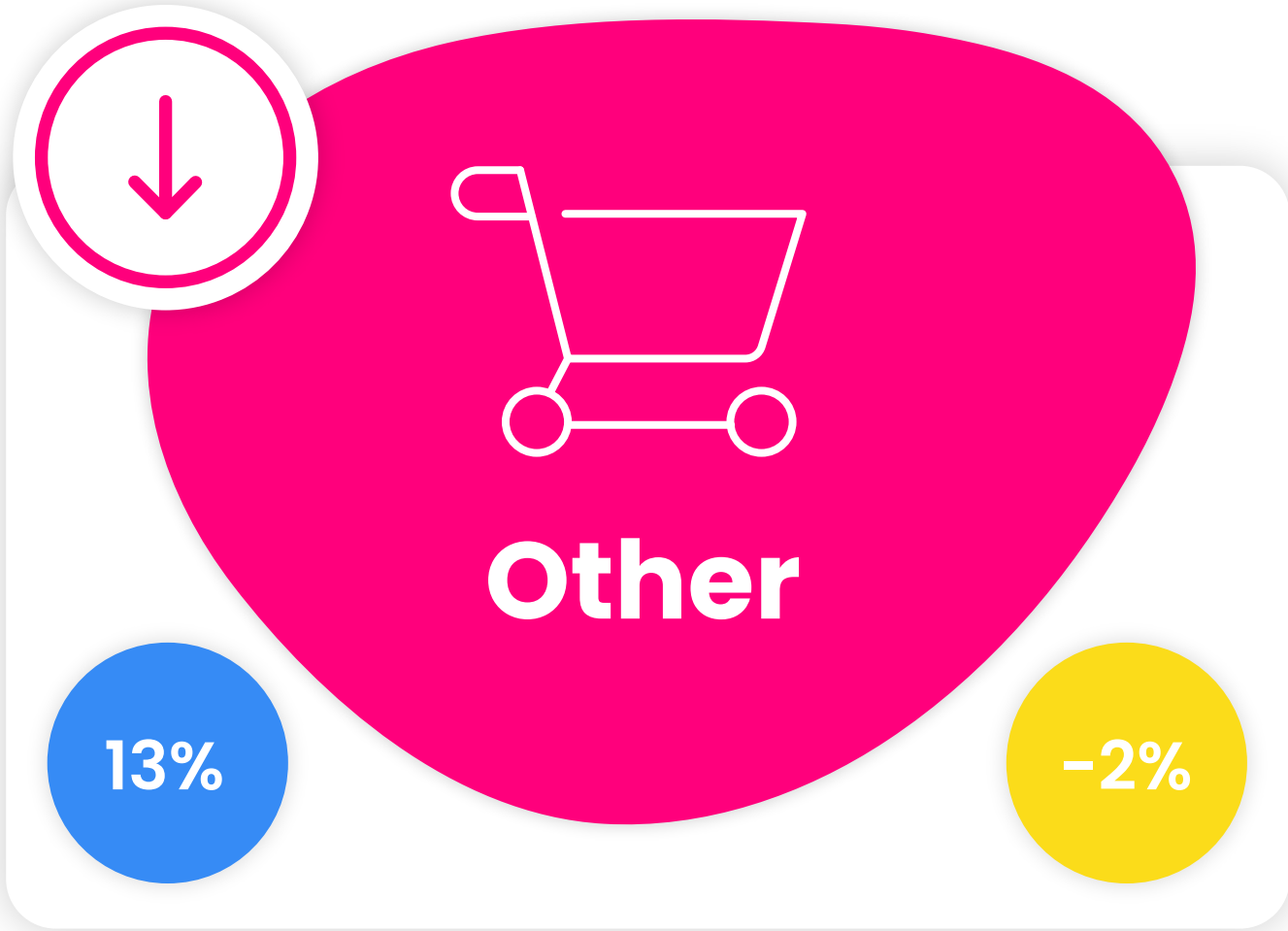


# YoY revenue share and revenue growth rate by vertical

All data represents YoY growth for the end of January 2024.

Revenue share YoY

Revenue Growth YoY







# A better way to partner.

Interested in learning more  
with a Partnerize expert?

Contact us at

[contact@partnerize.com](mailto:contact@partnerize.com)