



Partnerize

# U.S. Retail Affiliate Marketing Sales Index

Updated through May 31<sup>st</sup>, 2023



# 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 2022.

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.

# Vertical status through May 2023

3

Surging

Accessories &  
Jewelry



+125% YoY

Travel



+129% YoY

Sports & Fitness



+29% YoY

Art, Photo  
& Music



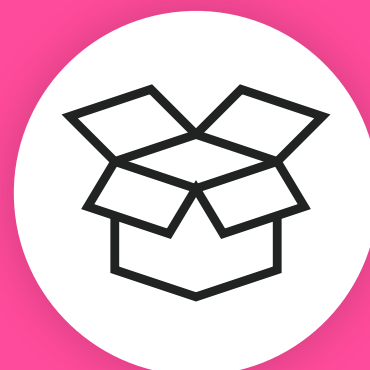
531% YoY

Food & Drink



-105% YoY

Gifts & Flowers



-38% YoY

Health & Beauty



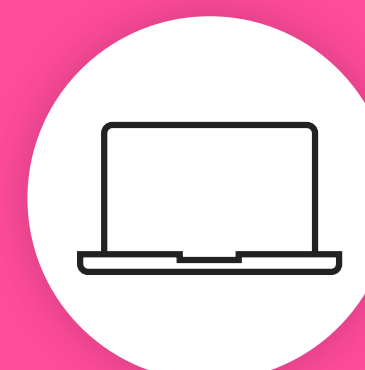
-86% YoY

Clothing  
& Apparel



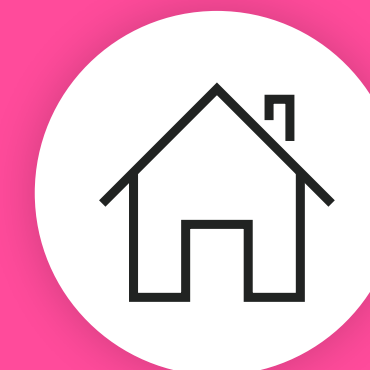
-60% YoY

Computers  
& Electronics



-115% YoY

Home & Garden

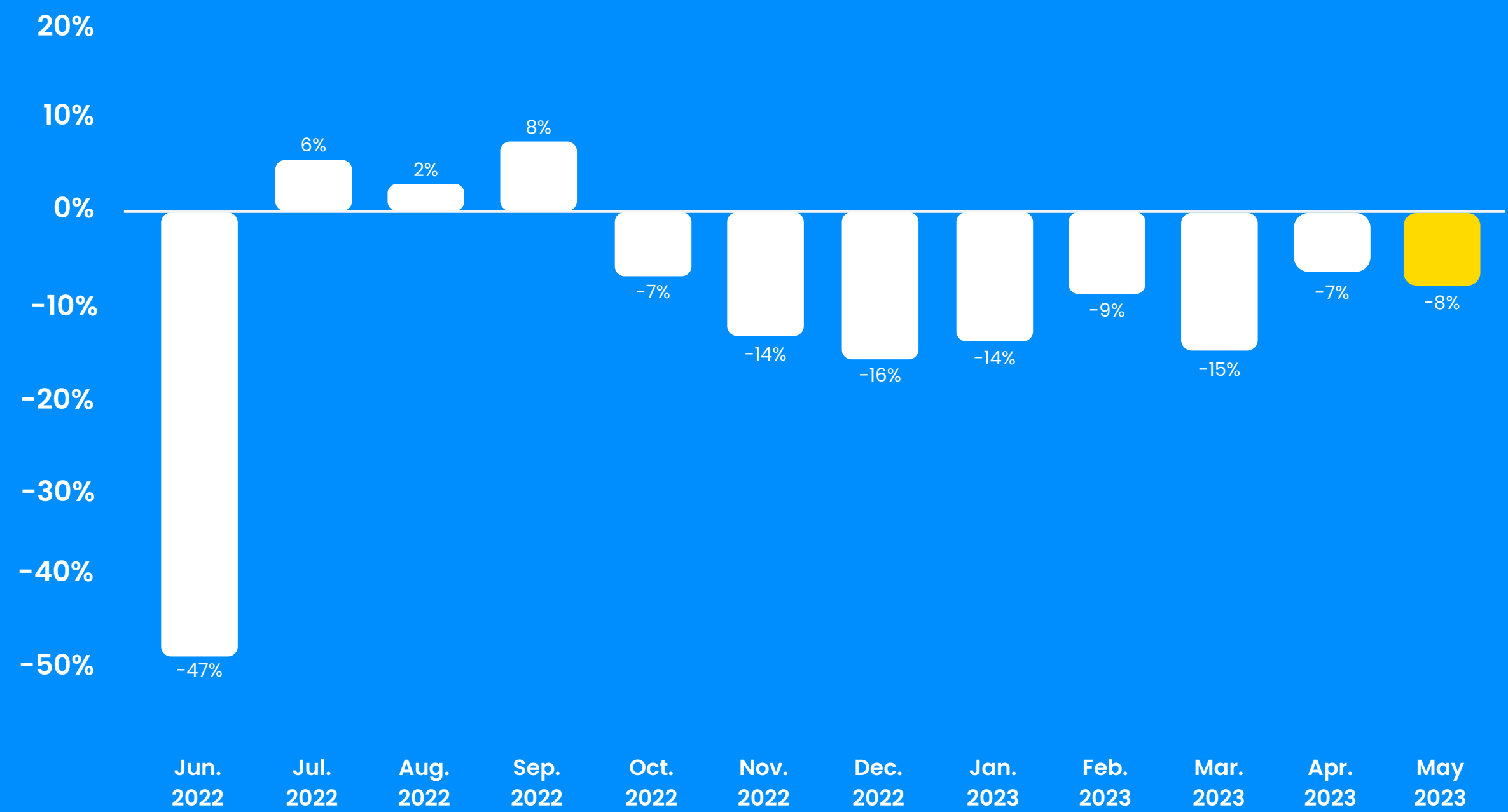


-45% YoY

Decreasing

# Monthly revenue trends

## Gross Revenue YoY Growth

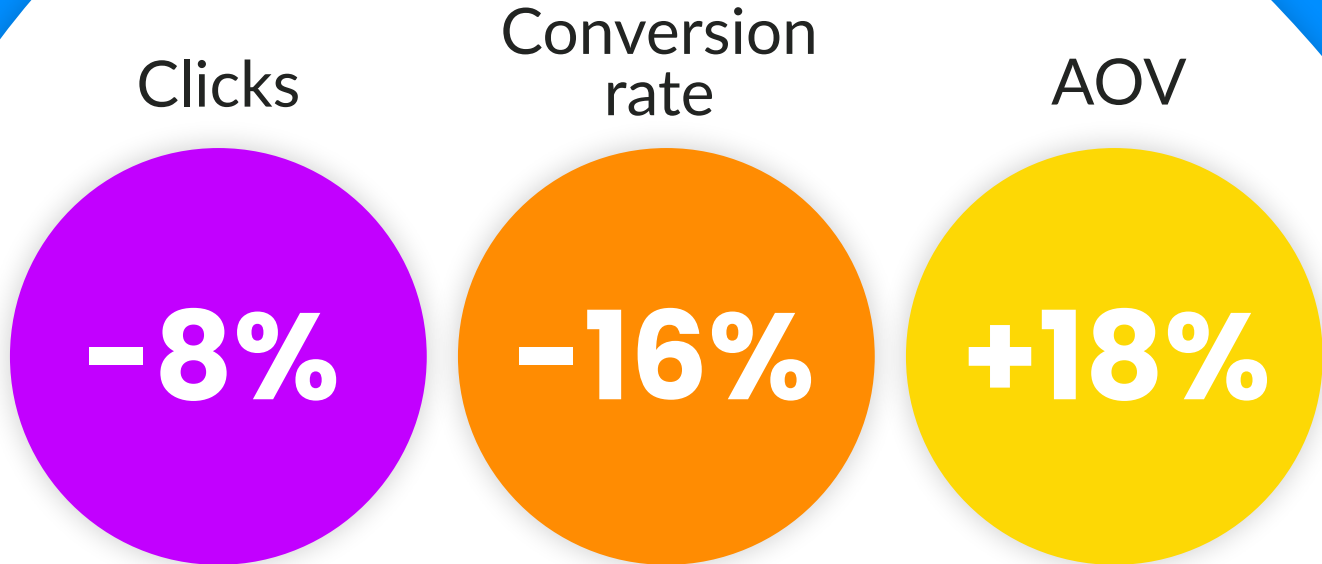
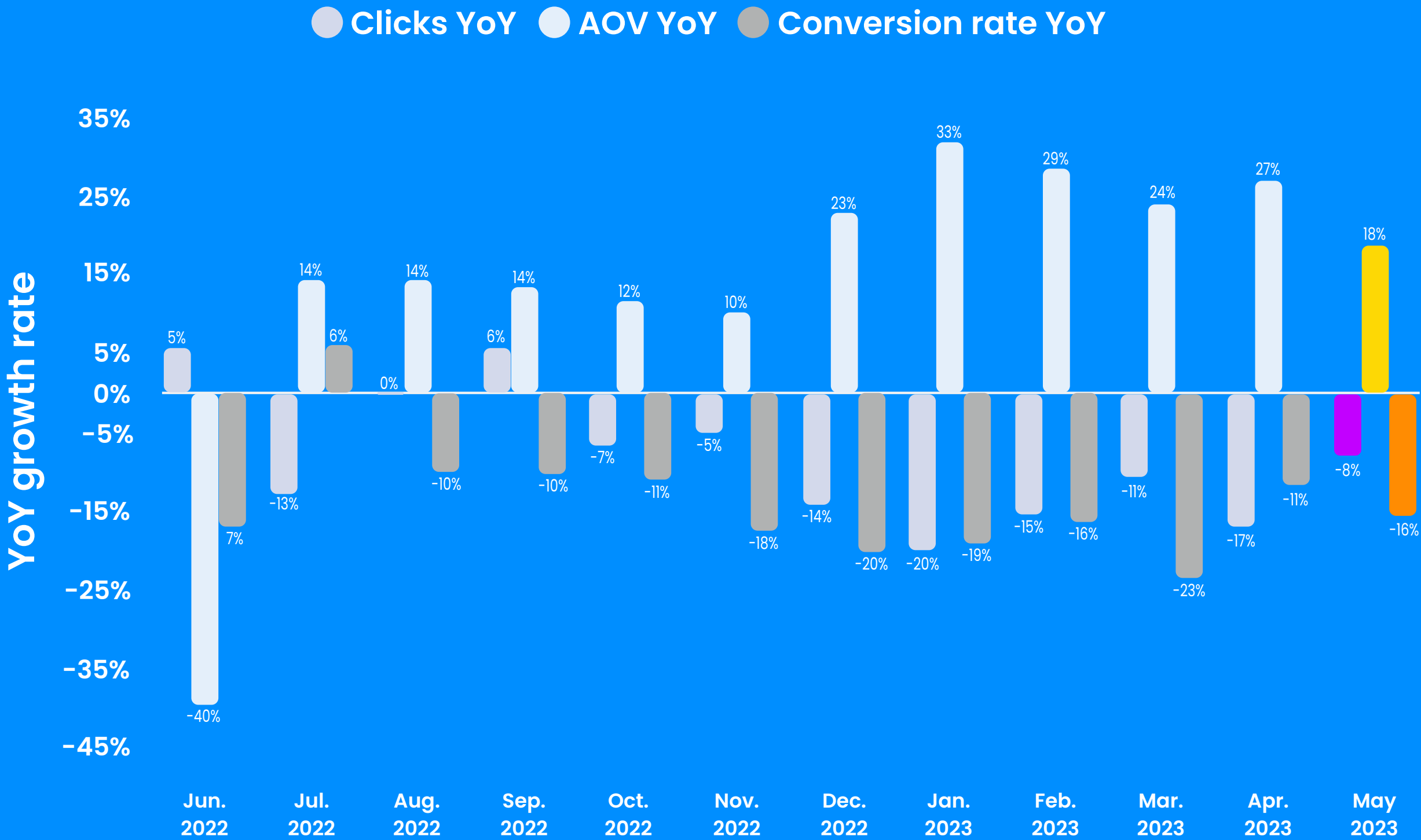


**-8%**

May saw an 8% YoY revenue decrease.



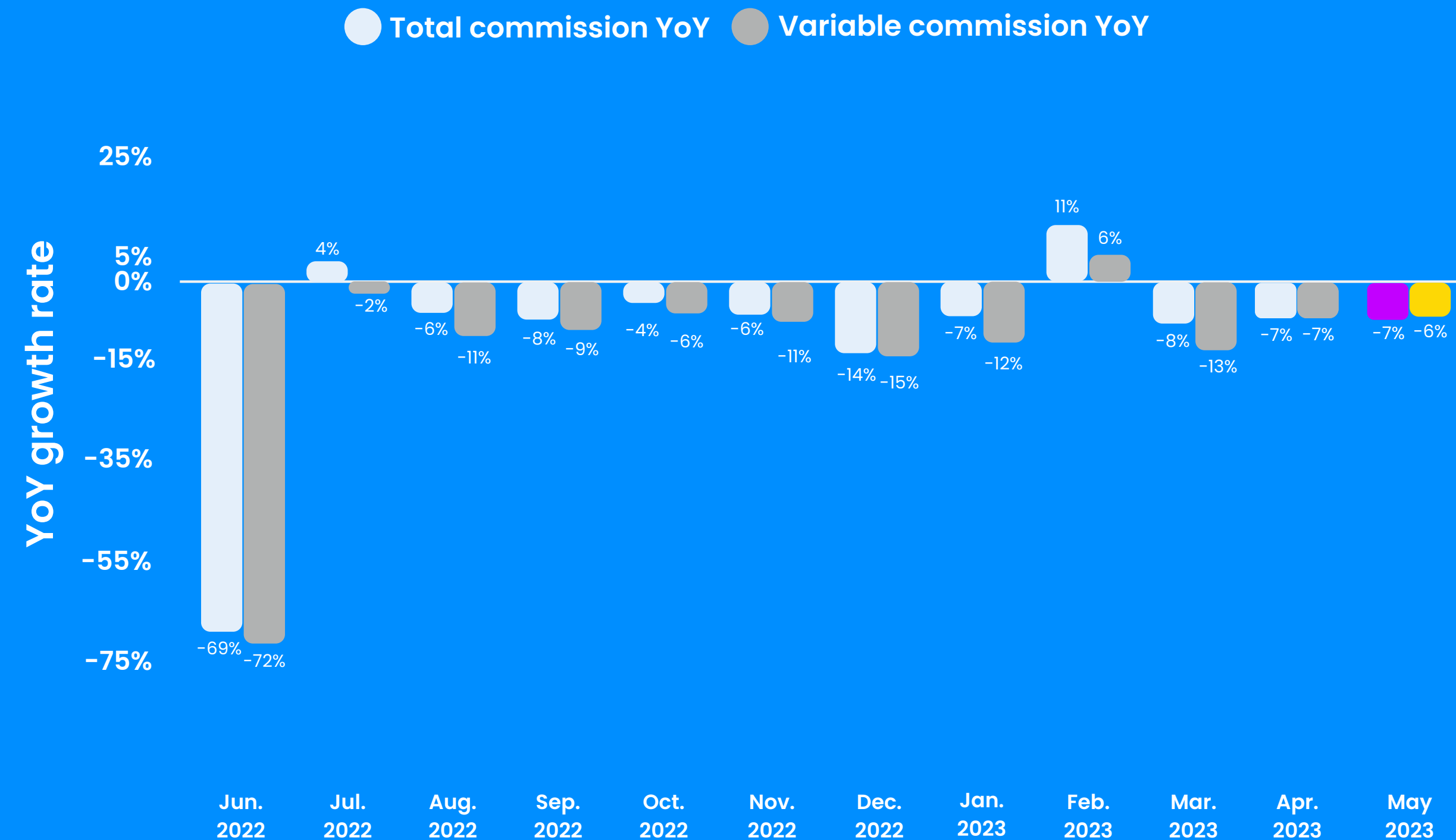
# Drivers of monthly revenue growth



While clicks were down 8% and conversion rate down 16% in May, average order value (AOV) increased 18% YoY.

# Monthly commission trends

6



**-7%**

**-6%**

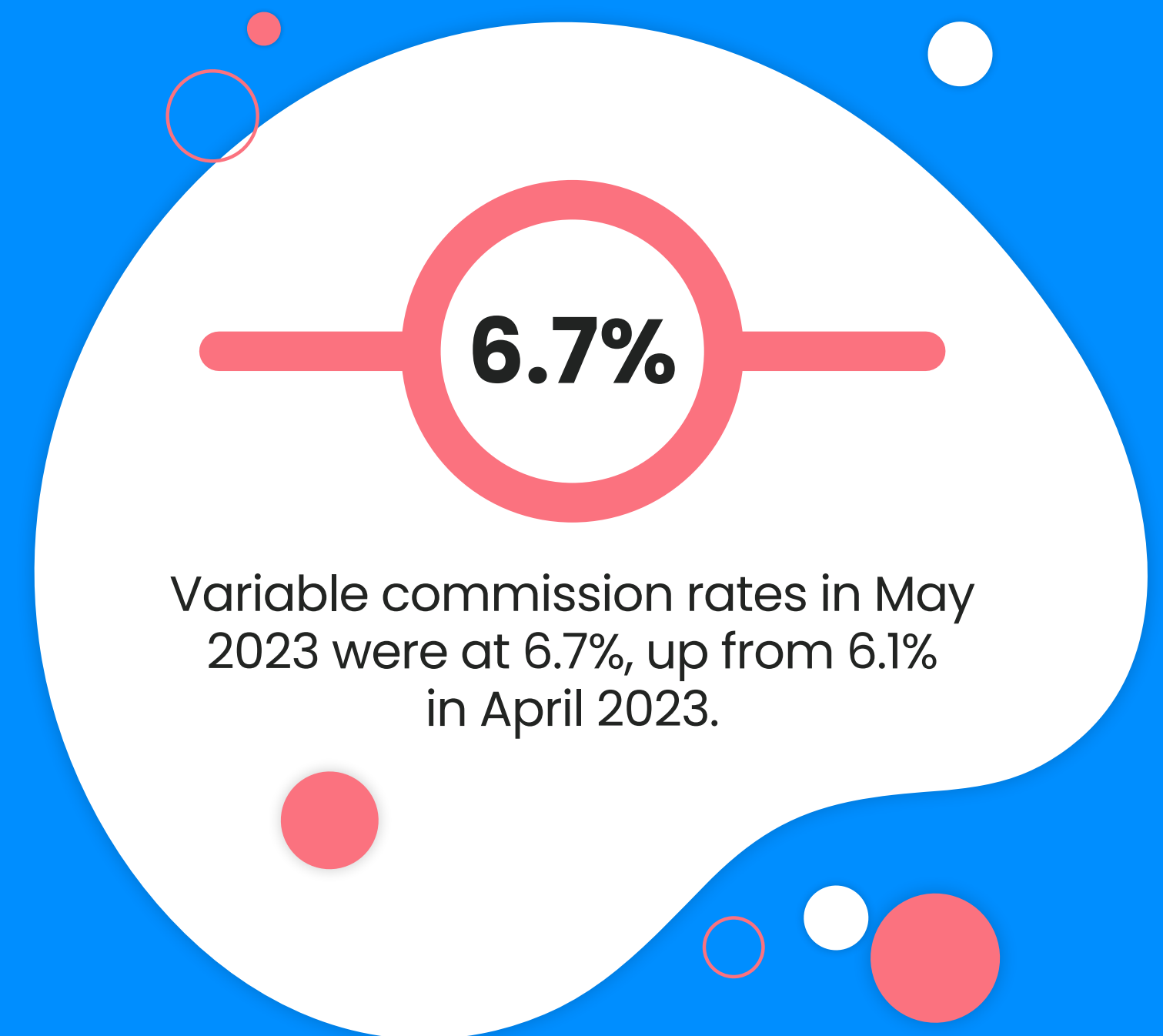
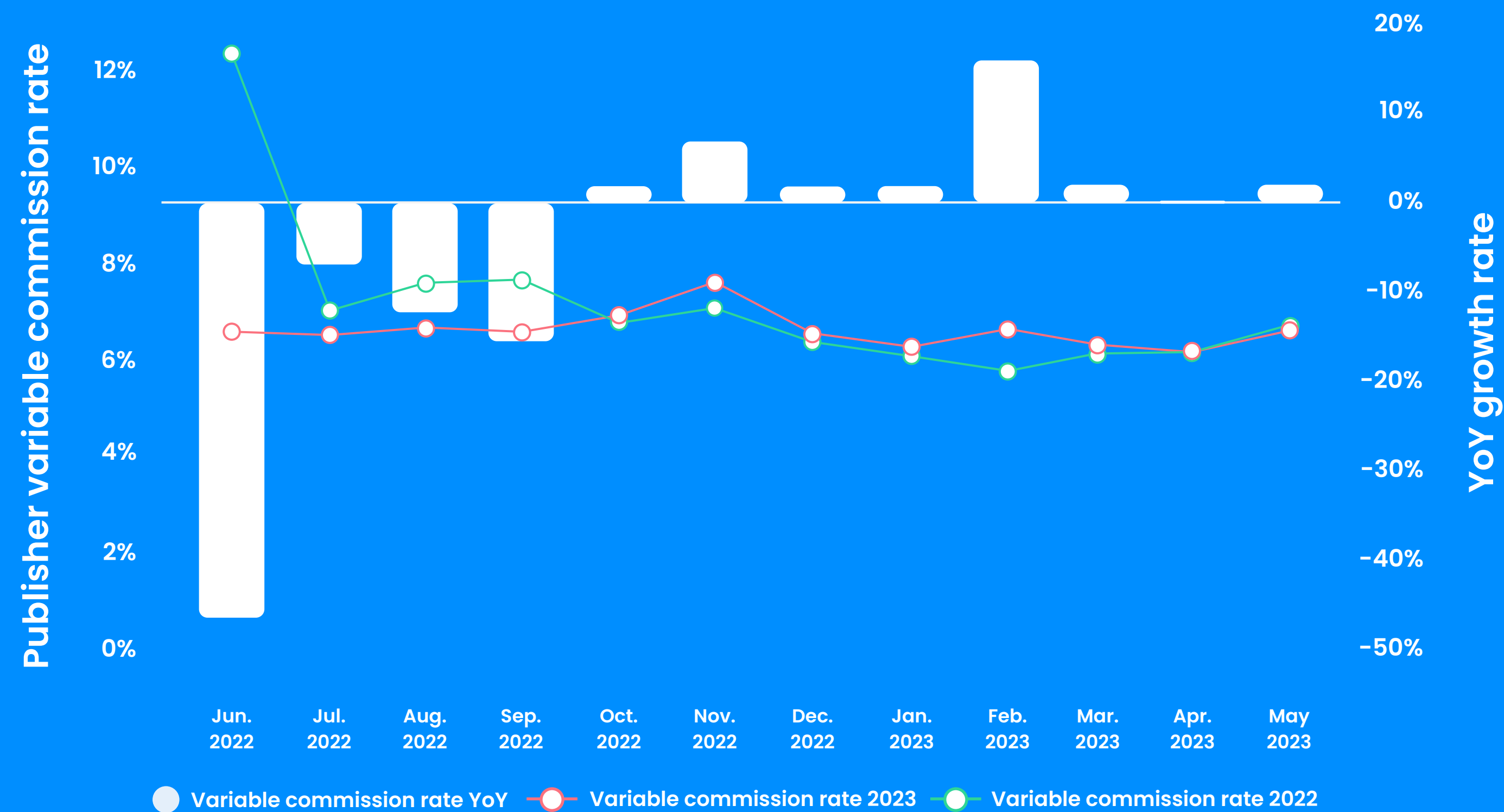
In May, variable commission rates were down 6% and total commission rates were down 7% YoY.

- 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

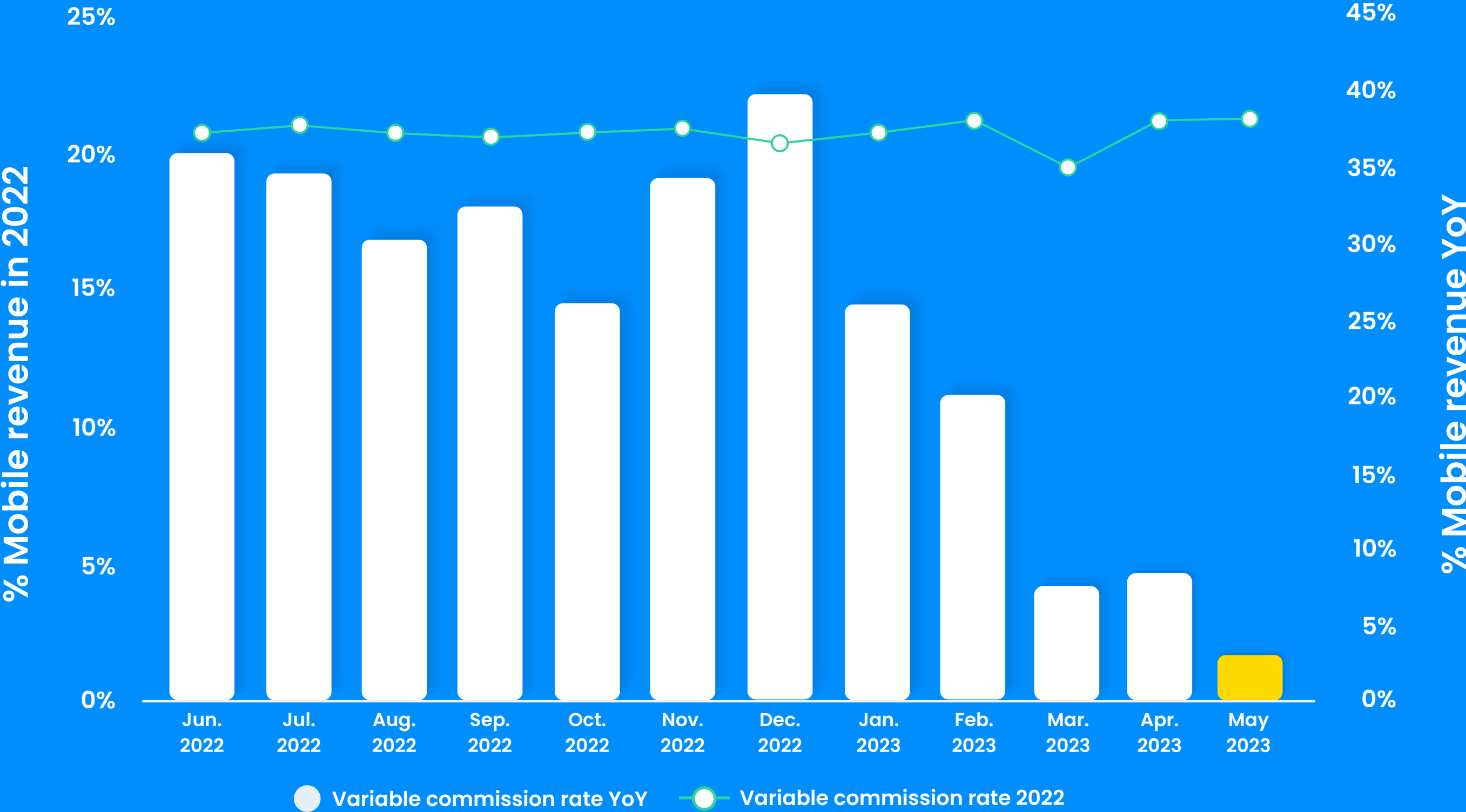
7

## Variable commission rate and growth YoY



# Monthly mobile revenue share

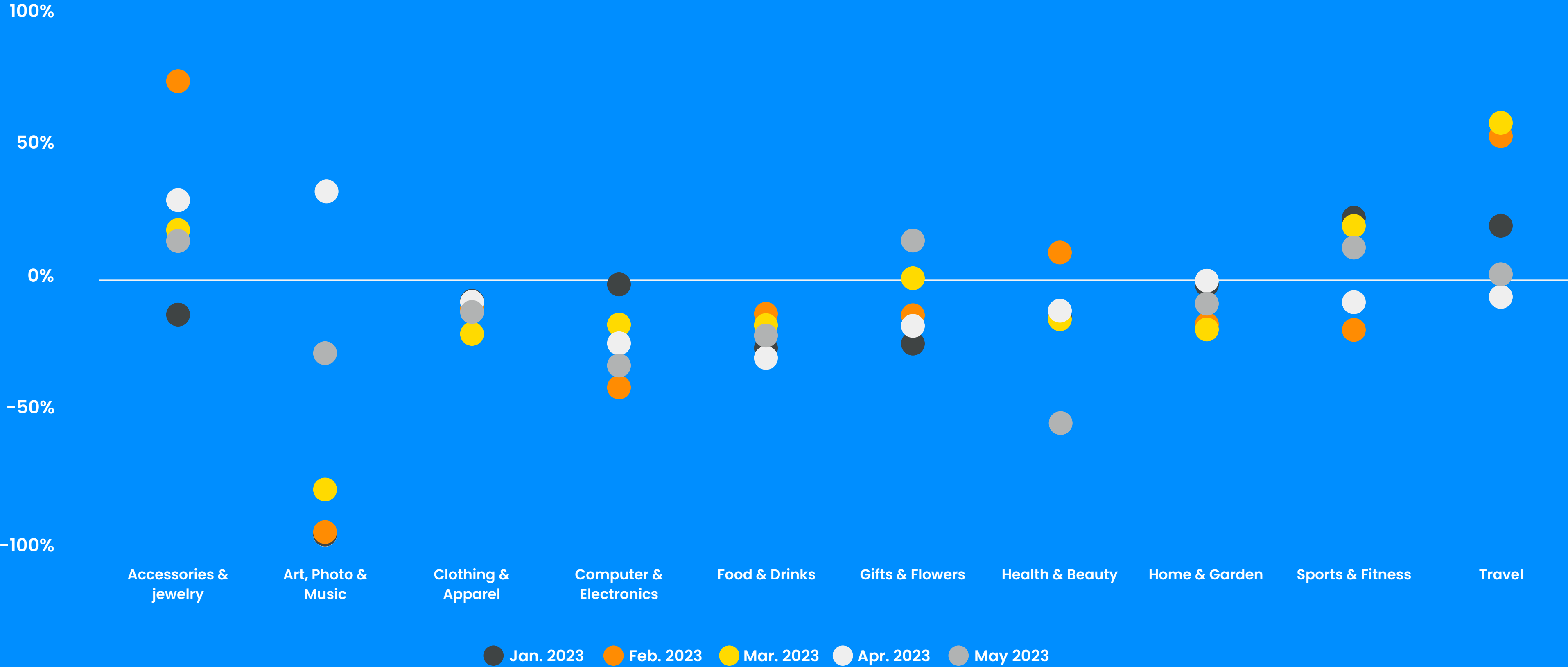
% of revenue from mobile



**2%**

Mobile revenue was at 2% in May 2023, down from 5% in April 2023. Mobile revenue share represented 38% of all conversion activity.

# Revenue growth by advertiser vertical

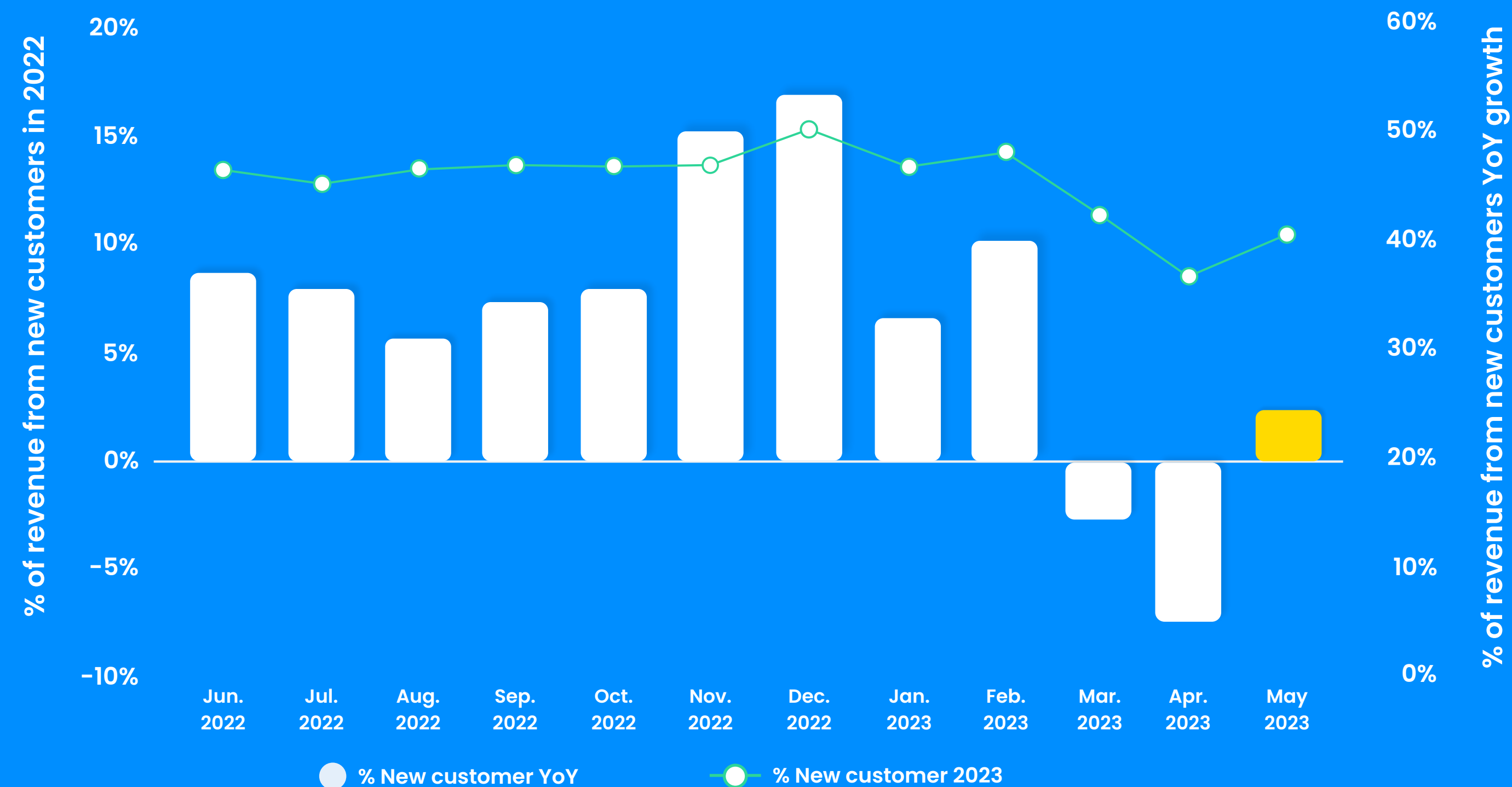




# Monthly new customer revenue share

10

## % of revenue from new customers



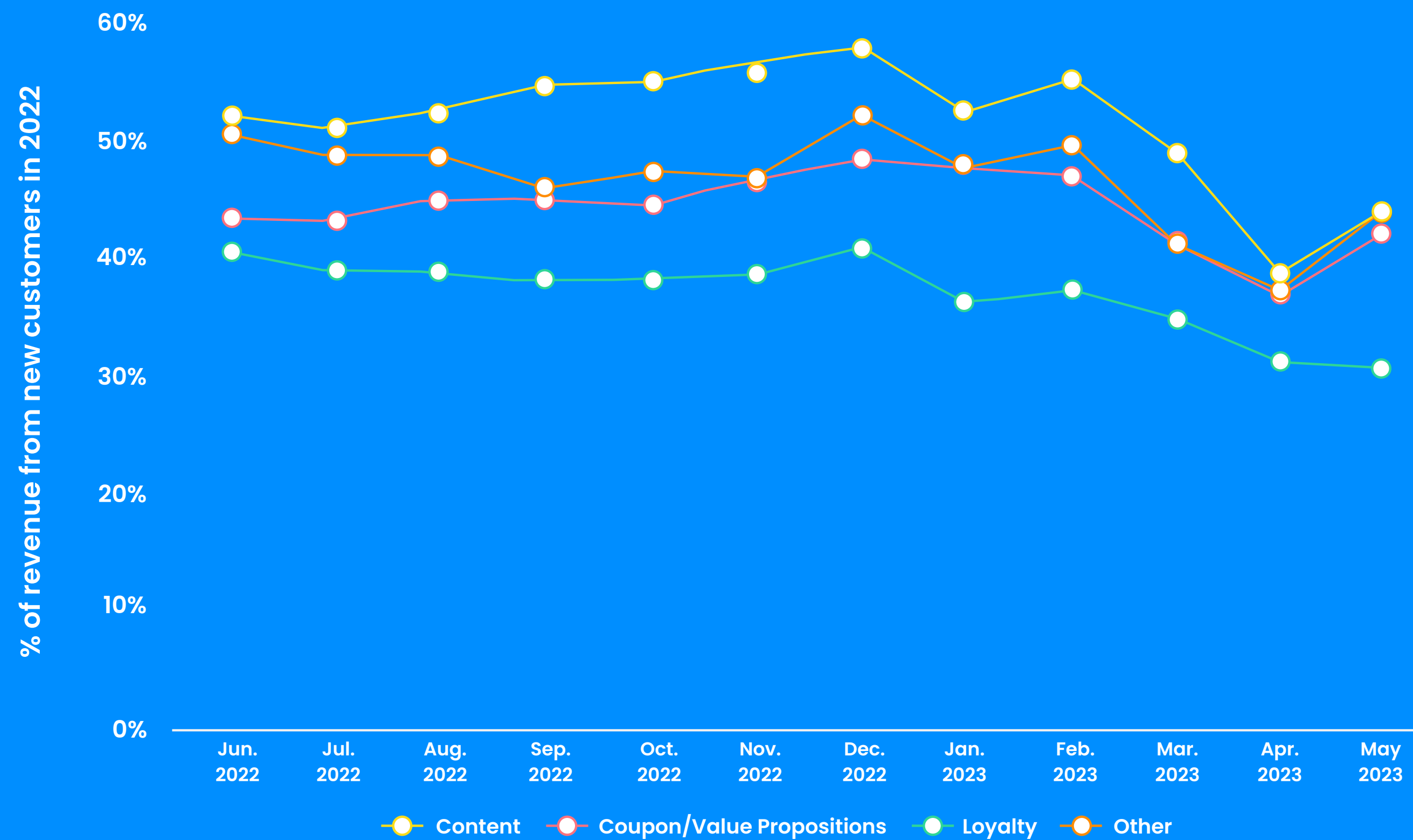
# 2%

In May 2023, the percentage of revenue acquired from new customers was at 41%, up from 36% in April 2023. We also see new customer revenue is up 2% YoY.

# New customer revenue by publisher category

11

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



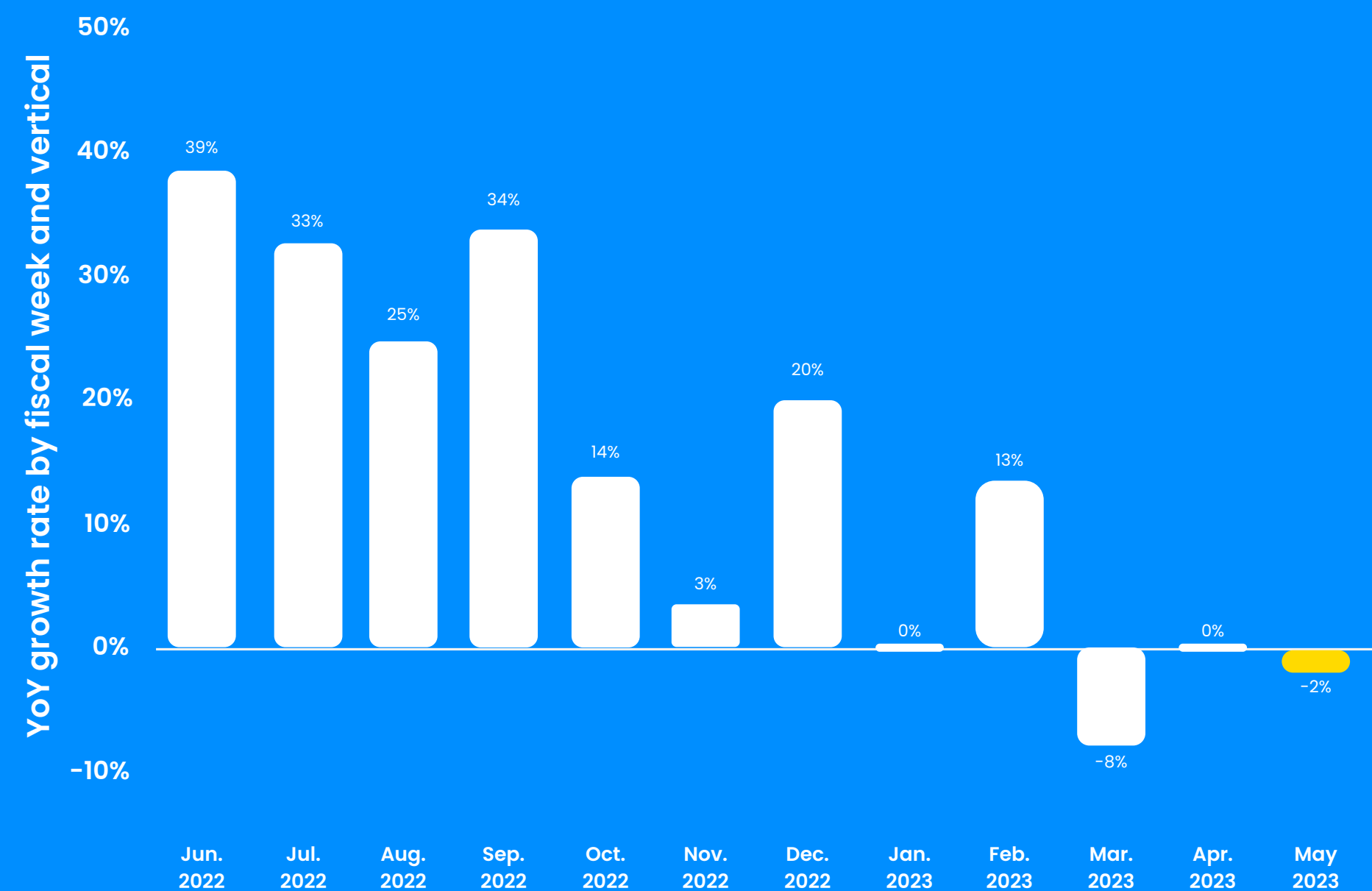
44%

Other partners have a new customer rate of 45% followed closely by content at 44%, coupon at 43% and loyalty at 31%.

# Content publisher YoY revenue and commission trends

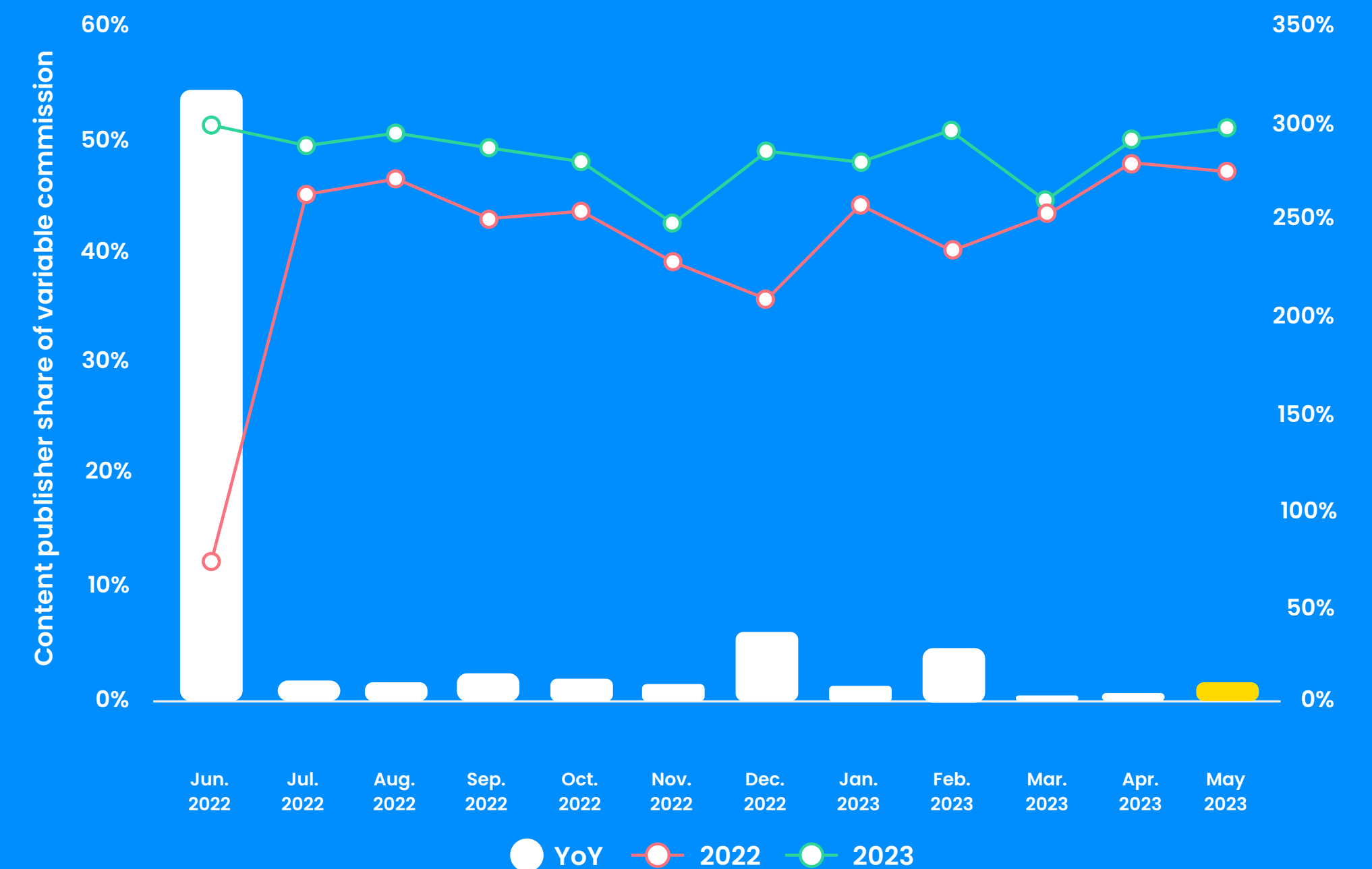
12

## Content publisher revenue YoY growth rate



In May, YoY revenue growth rate for content partners is down 2%.

## Content publisher share of variable commission

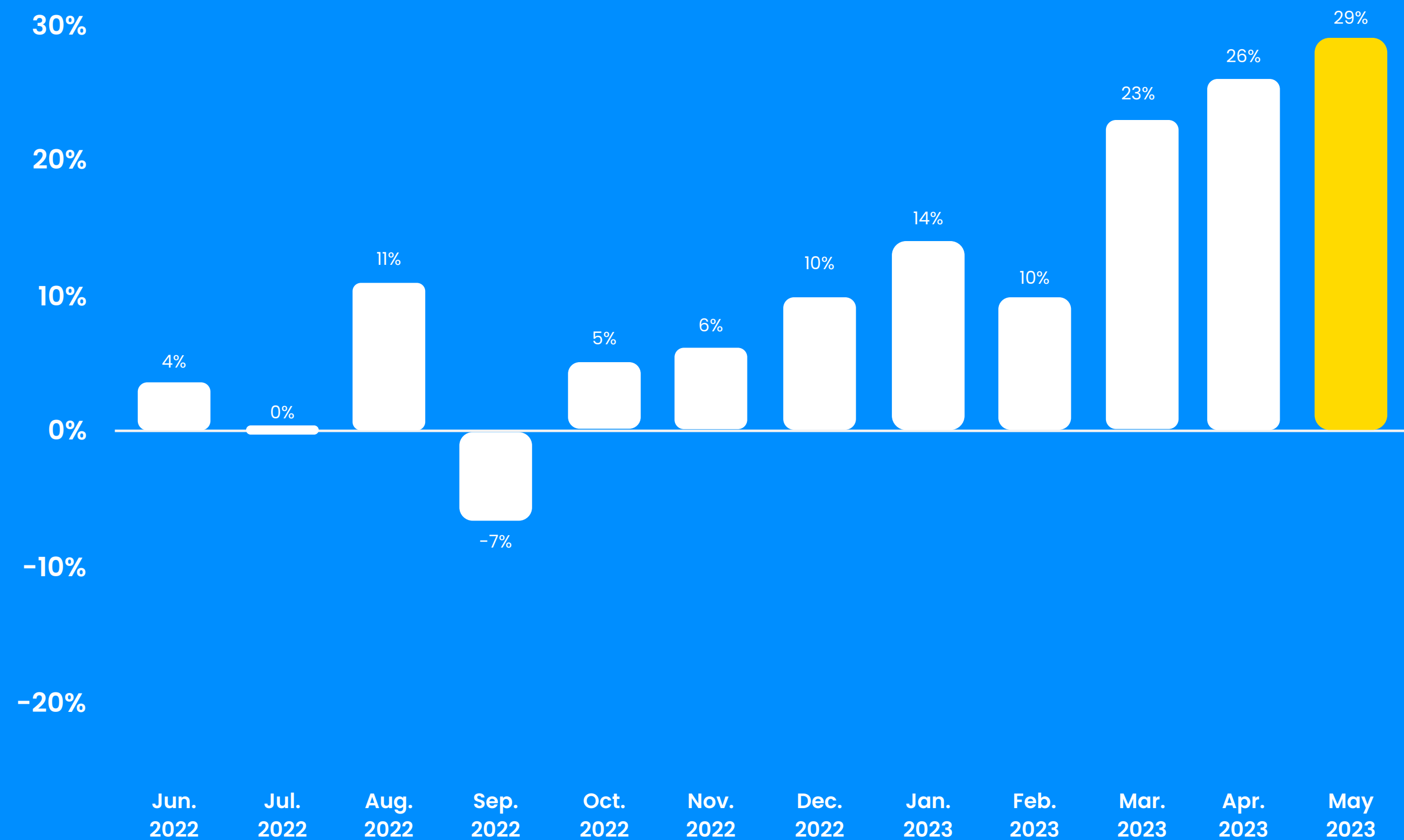


Coupon partner share of variable commission increased 22%, loyalty increased 20% and other increased 7%.

Content partner share of variable commission is at 51% in May increasing 4% YoY.

# Publisher partner application growth YoY

13

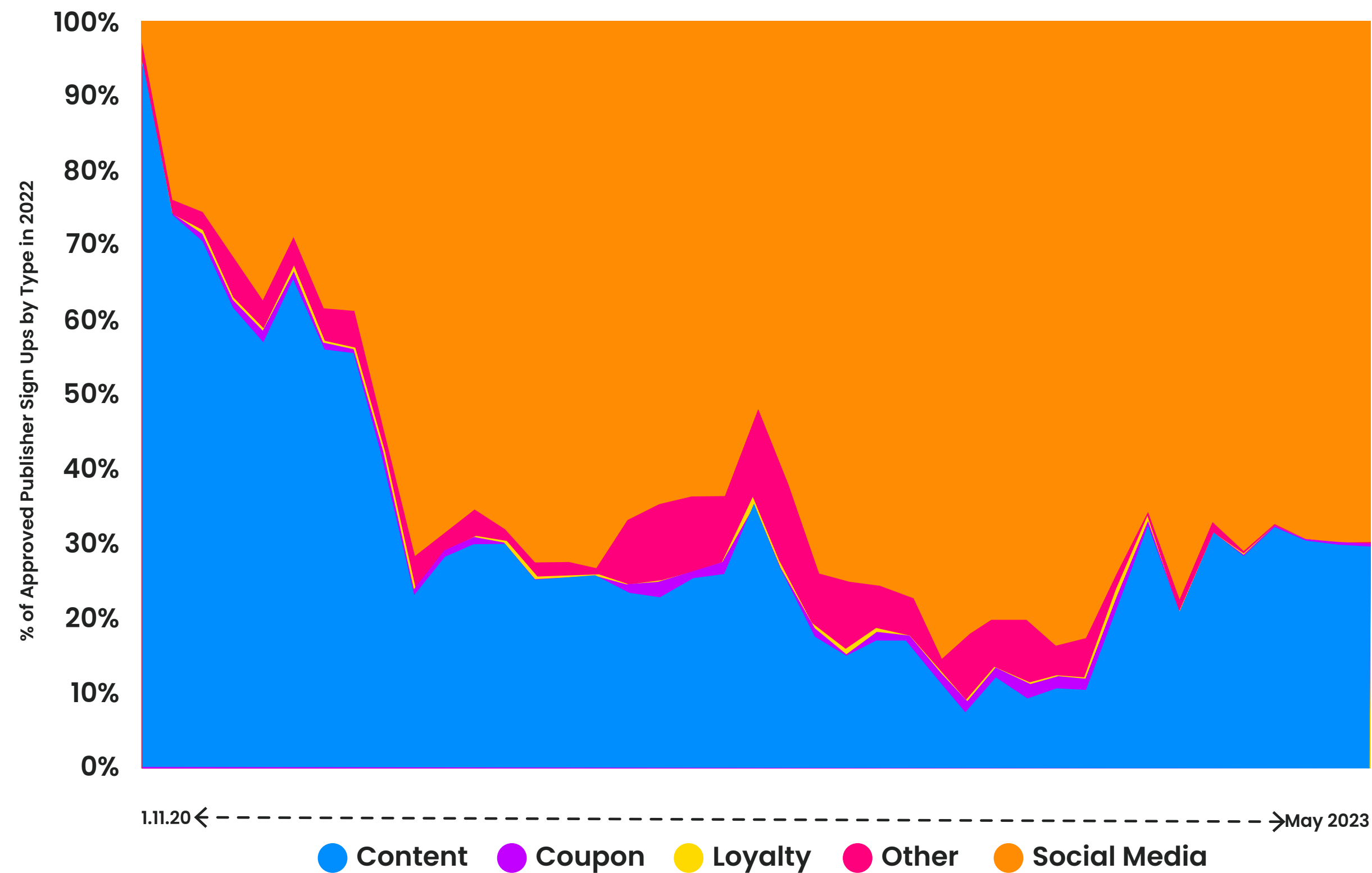


## 29%

Partner applications increased 29% YoY in May demonstrating 8 consecutive months of YoY increases.

# % of approved publisher sign ups by type

14

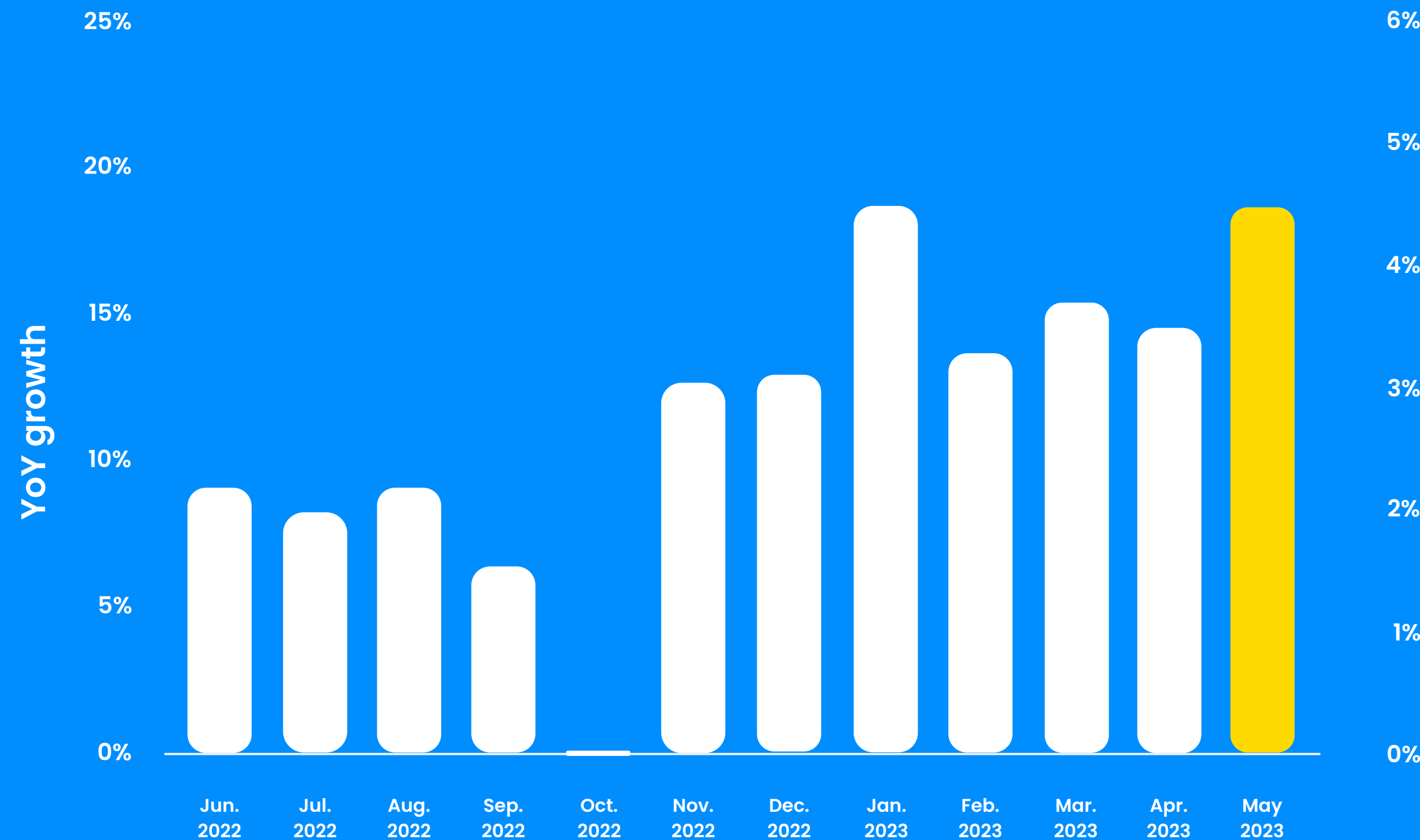


In 2022, publisher applications were largely from content partners. However, in 2023, we have observed an increase in publishers classified as 'Social media', suggesting that more influencers are turning to affiliate marketing to monetize their content and leverage the channel as a revenue stream.



# Average revenue generating connections per advertiser

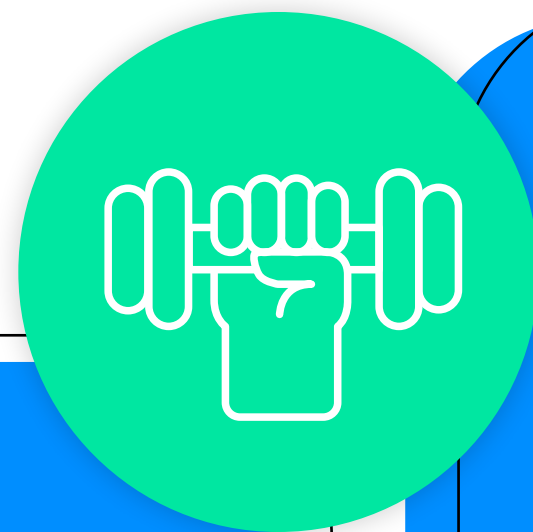
15



## 3.4%

As partner applications continue to grow, so do the number of revenue generating connections between advertisers and partners. In May, we saw a 3.4% increase YoY in the average number of connections per advertiser. This suggests a mutual interest from both advertisers and publishers to speed activation and time to revenue within the affiliate channel.

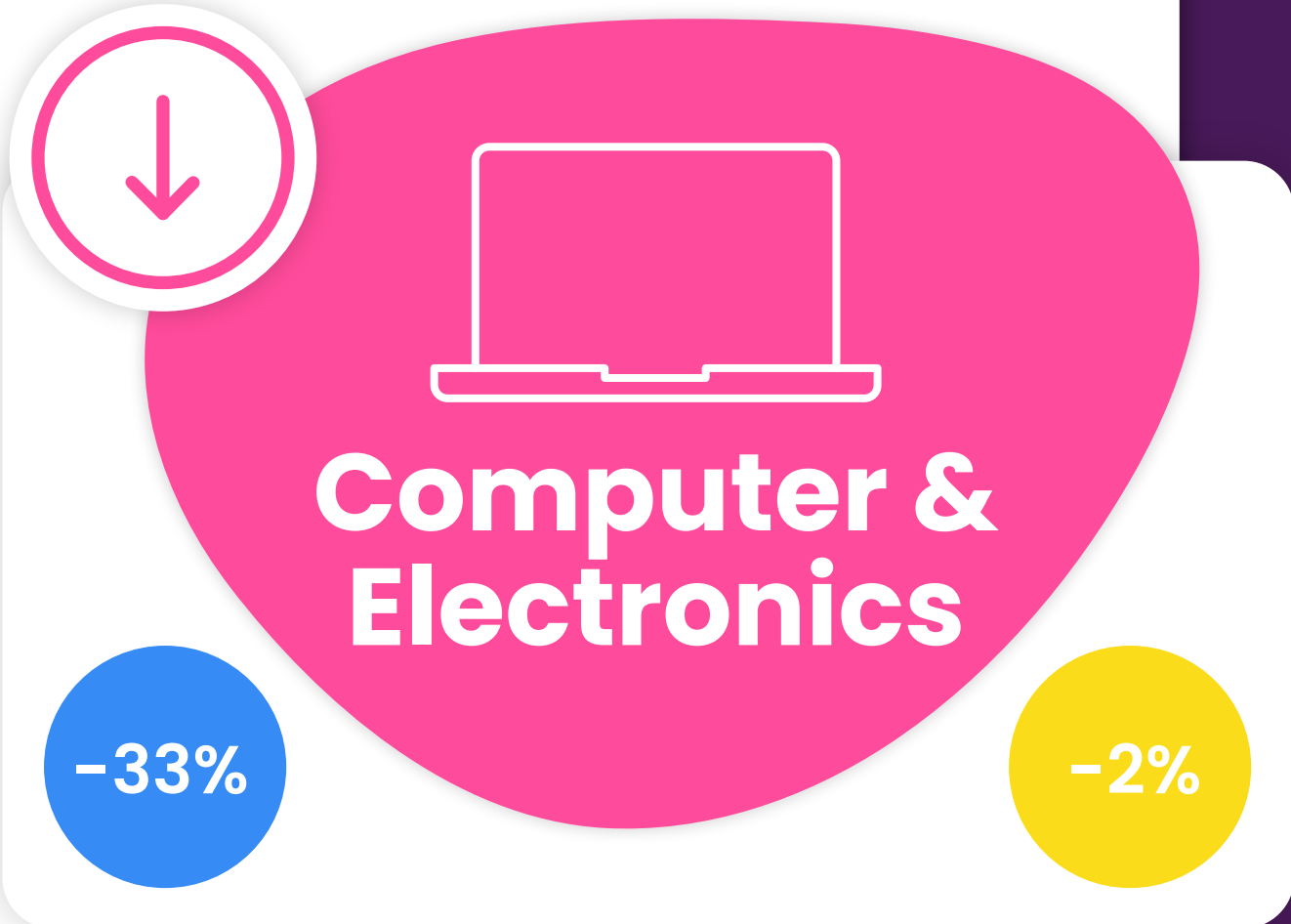
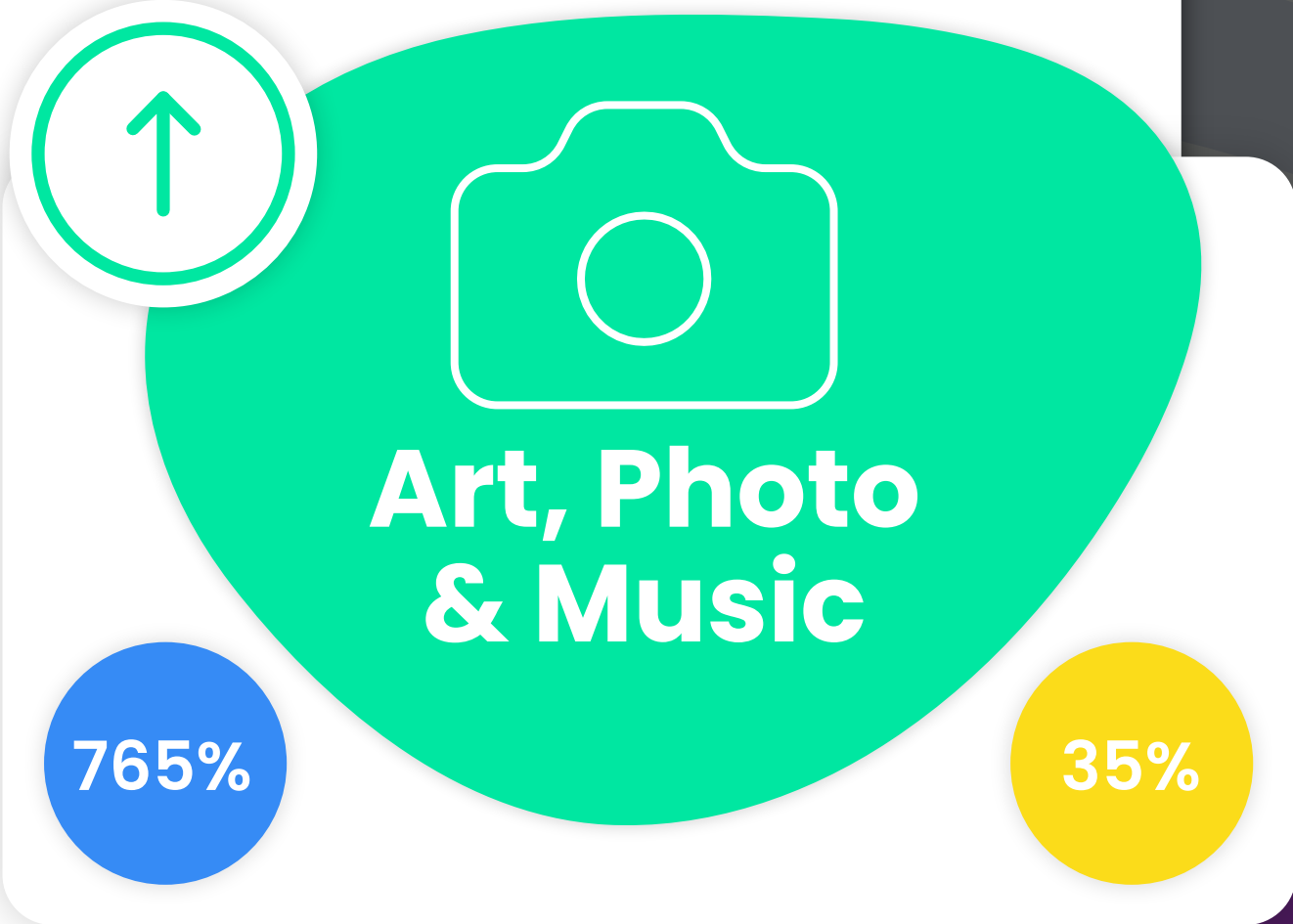
# Insights by vertical.



# Click and revenue YoY growth rate by vertical

All data represents YoY growth for the end of May 2023.

● Gross revenue YoY   ● Clicks YoY

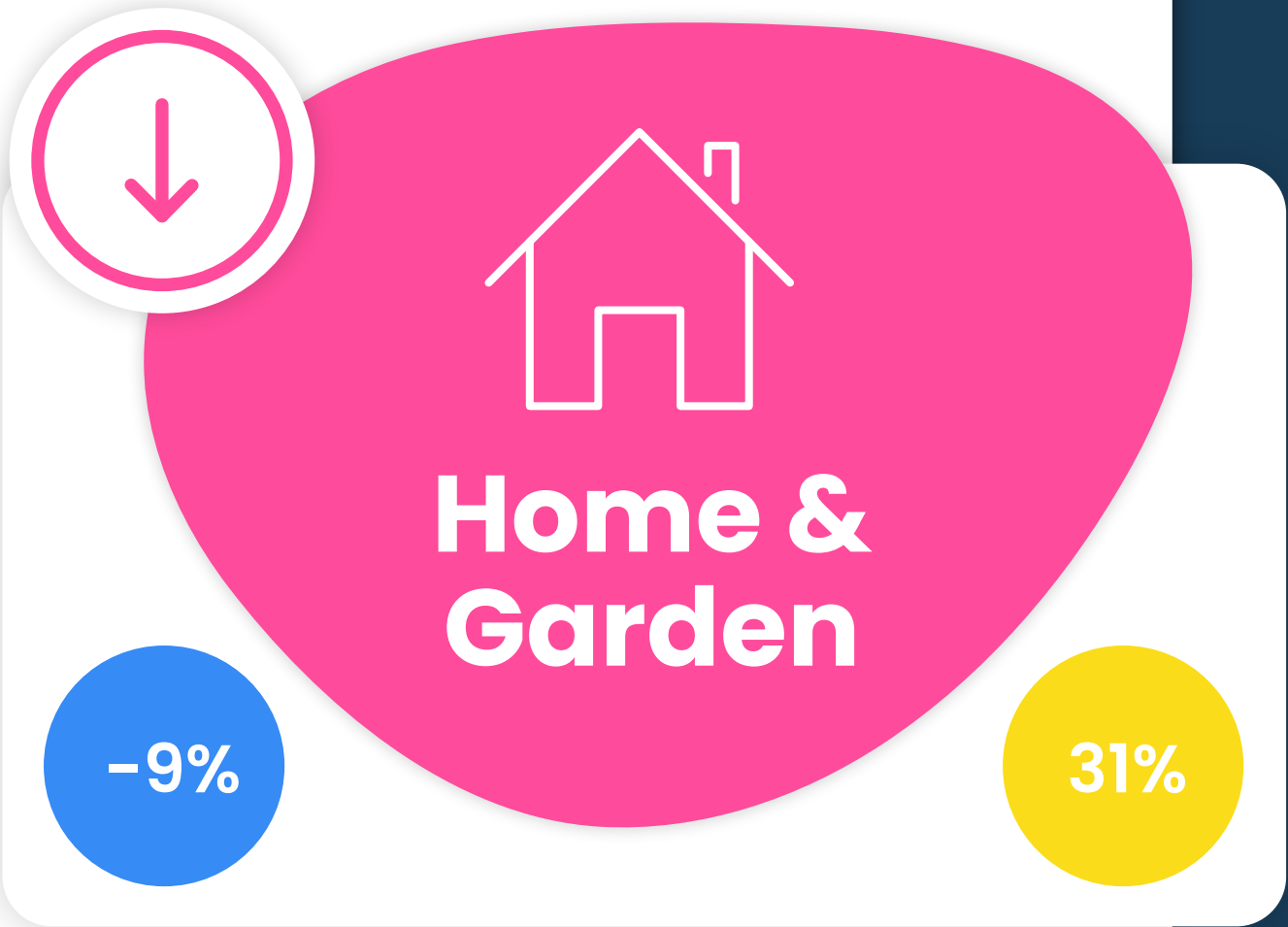
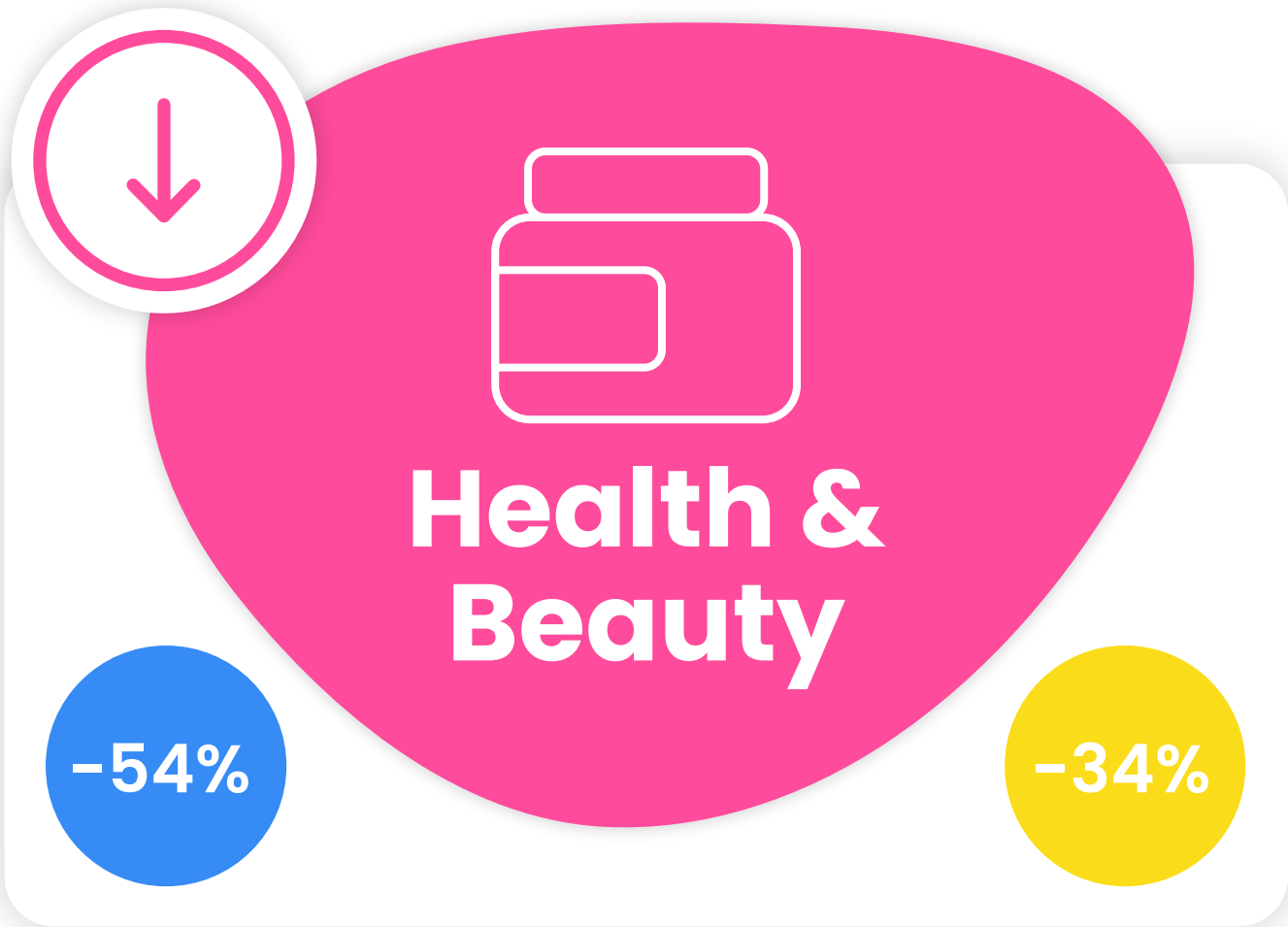
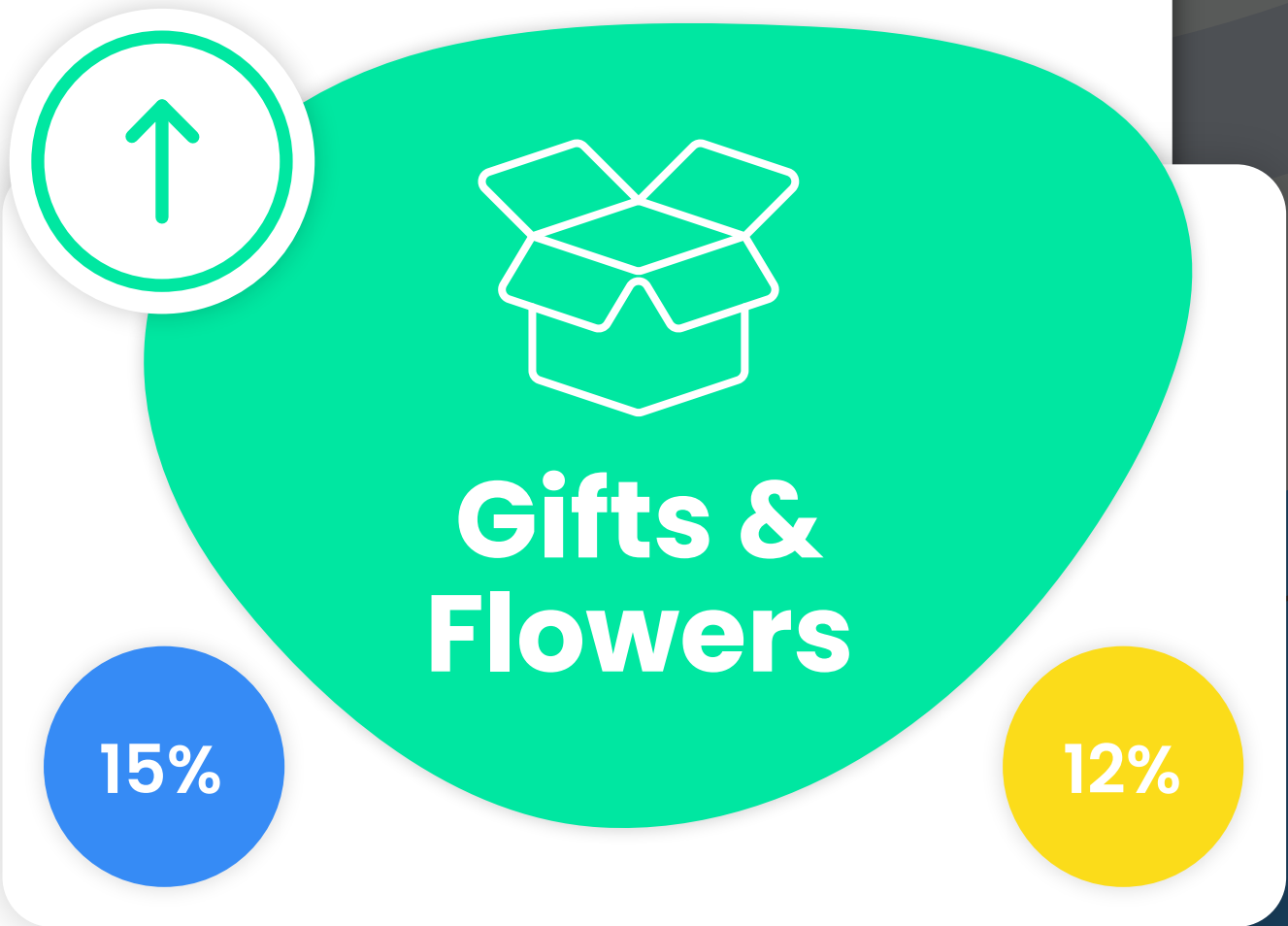
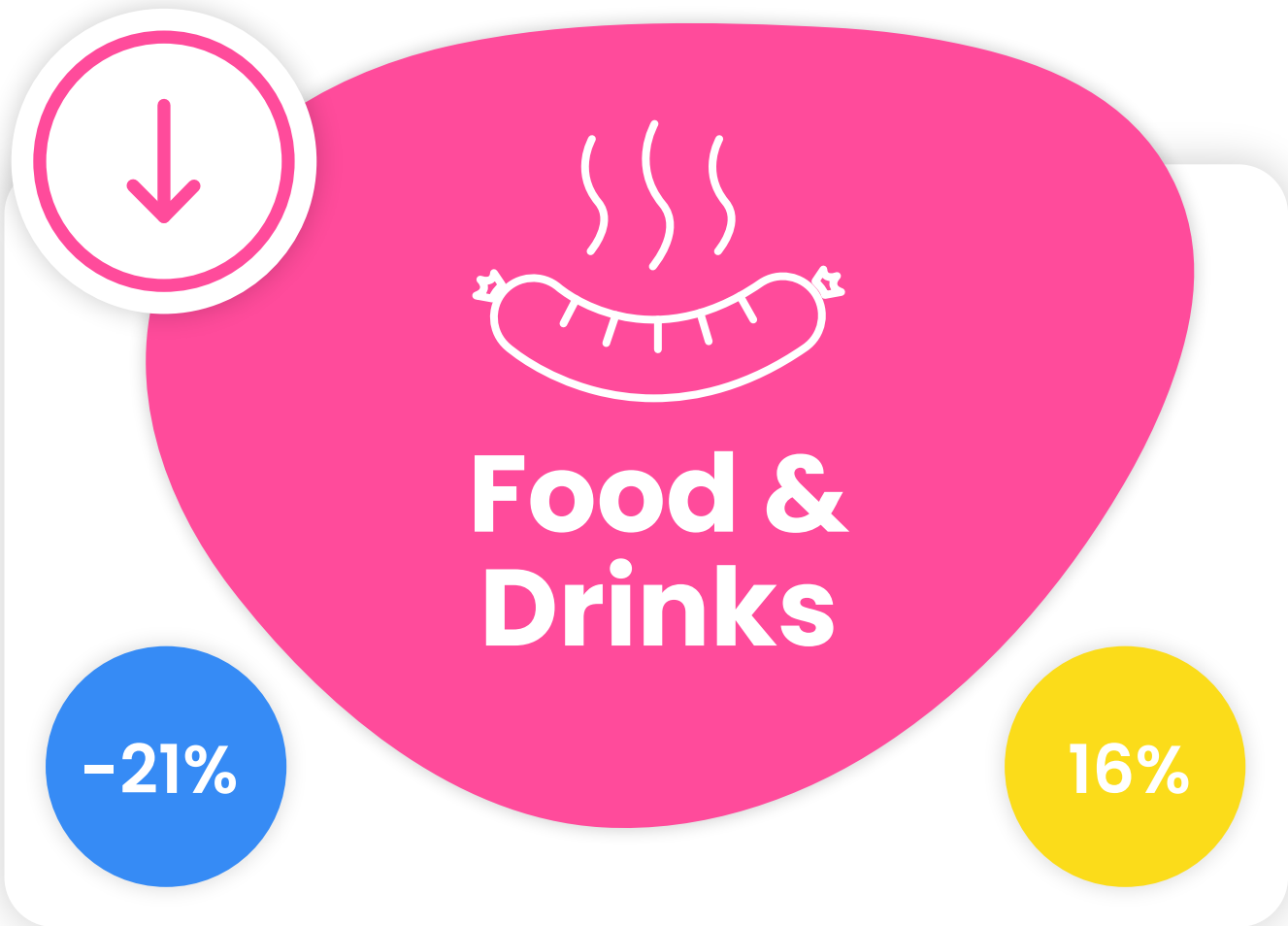


# Click and revenue YoY growth rate by vertical

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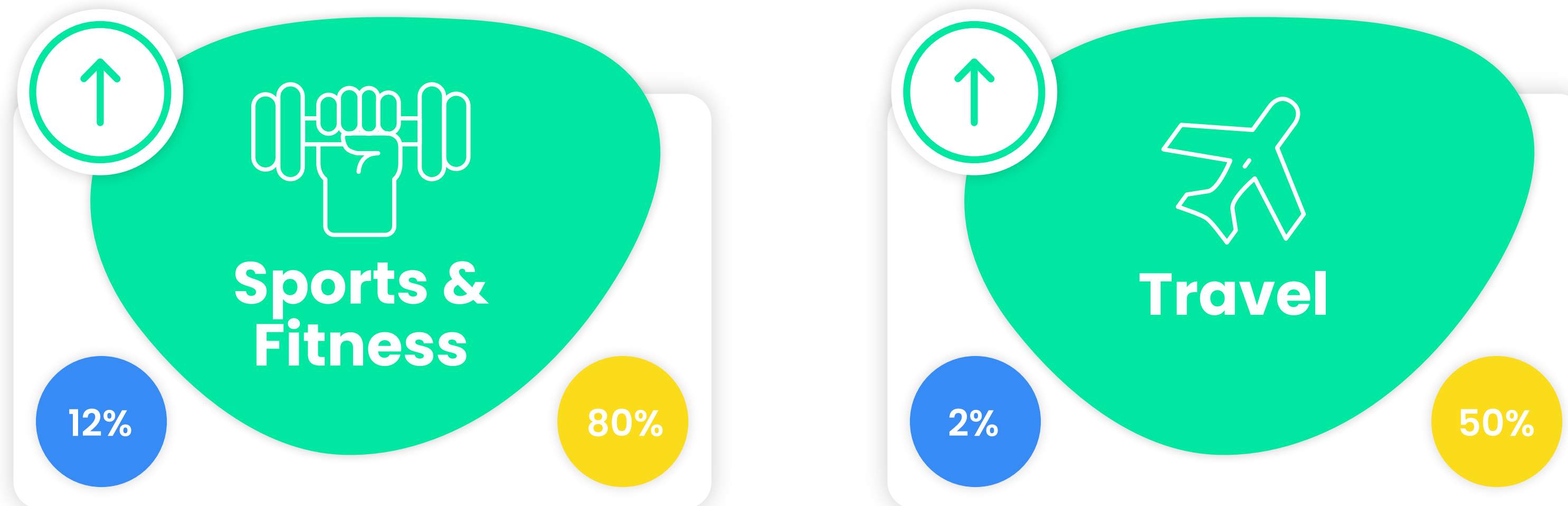
Gross revenue YoY

Clicks YoY



# Click and revenue YoY growth rate by vertical

All data represents YoY growth for the end of May 2023.



● Gross revenue YoY ● Clicks YoY





# A better way to partner.

Interested in learning more  
with a Partnerize expert?

Contact us at

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