



Partnerize

# U.S. Retail Affiliate Marketing Sales Index

Updated through November 30<sup>th</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.

# Revenue status, by vertical, through November 2023

## Food & Drink



**+43% YoY**

## Accessories & Jewelry



**+25% YoY**

## Other



**+18% YoY**

## Sports & Fitness



**+13% YoY**

## Home & Garden



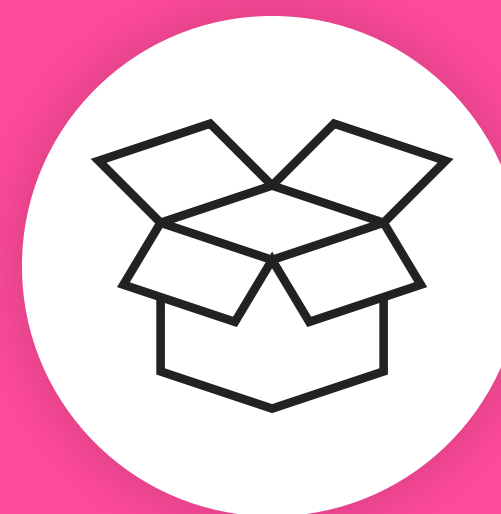
**-4% YoY**

## Clothing & Apparel



**-8% YoY**

## Gifts & Flowers



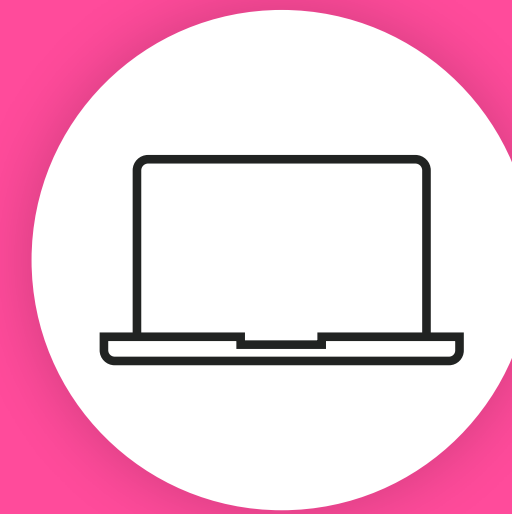
**-15% YoY**

## Health & Beauty



**-18% YoY**

## Computers & Electronics



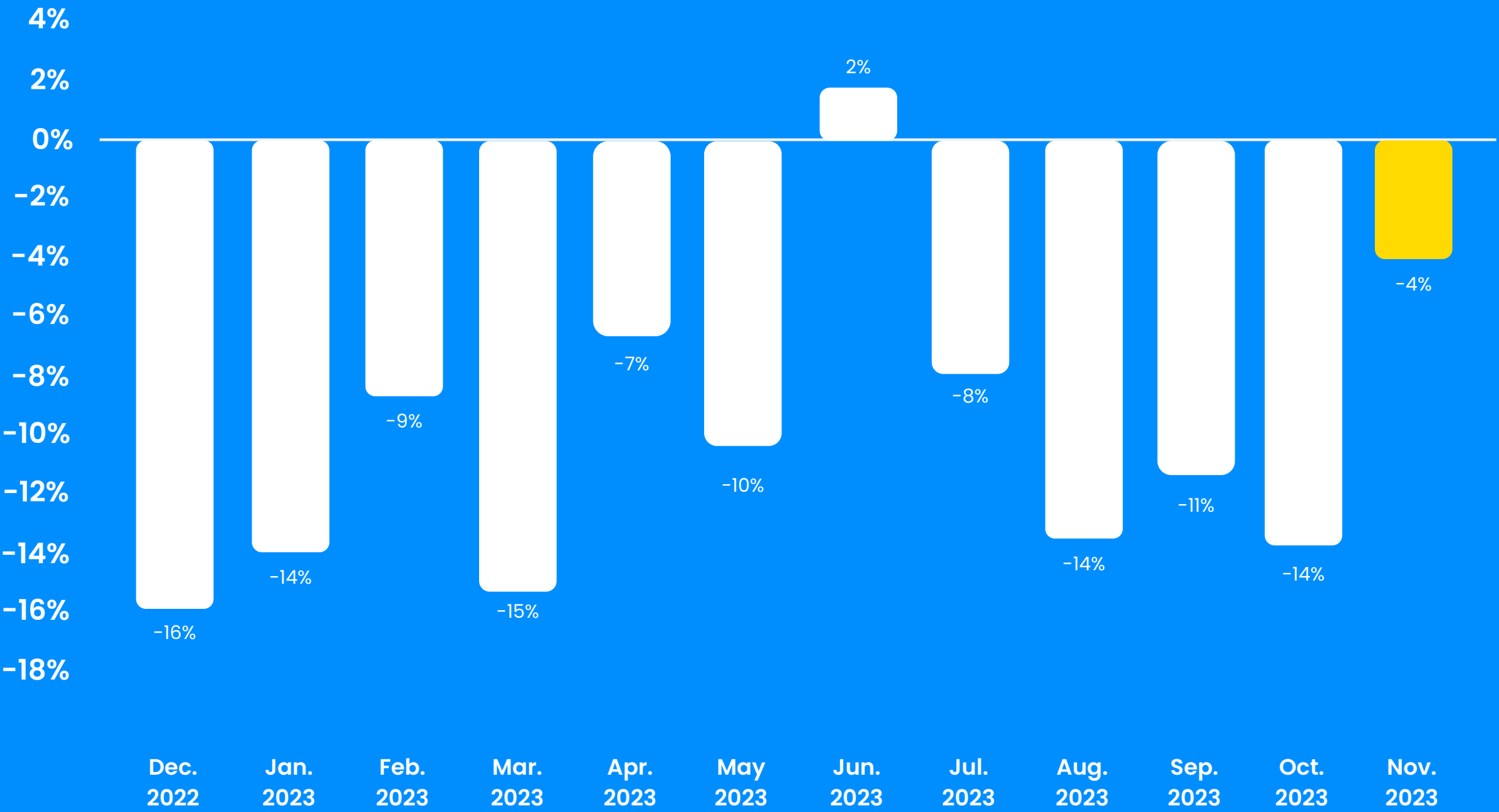
**-61% YoY**

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

4

## Gross Revenue YoY Growth



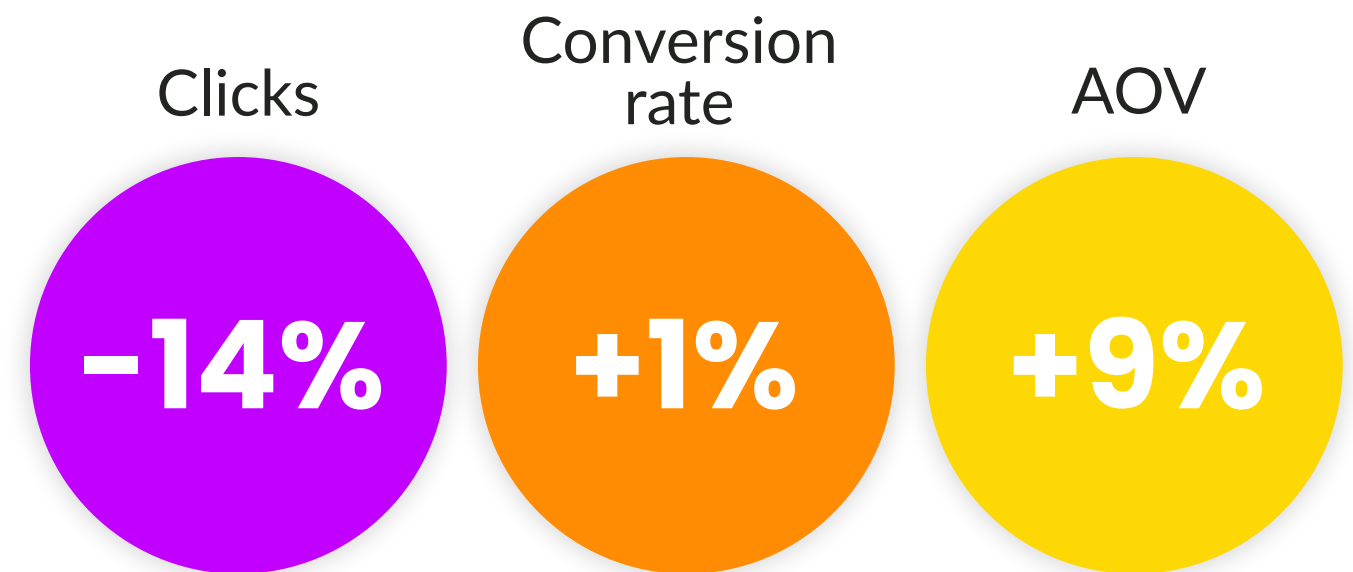
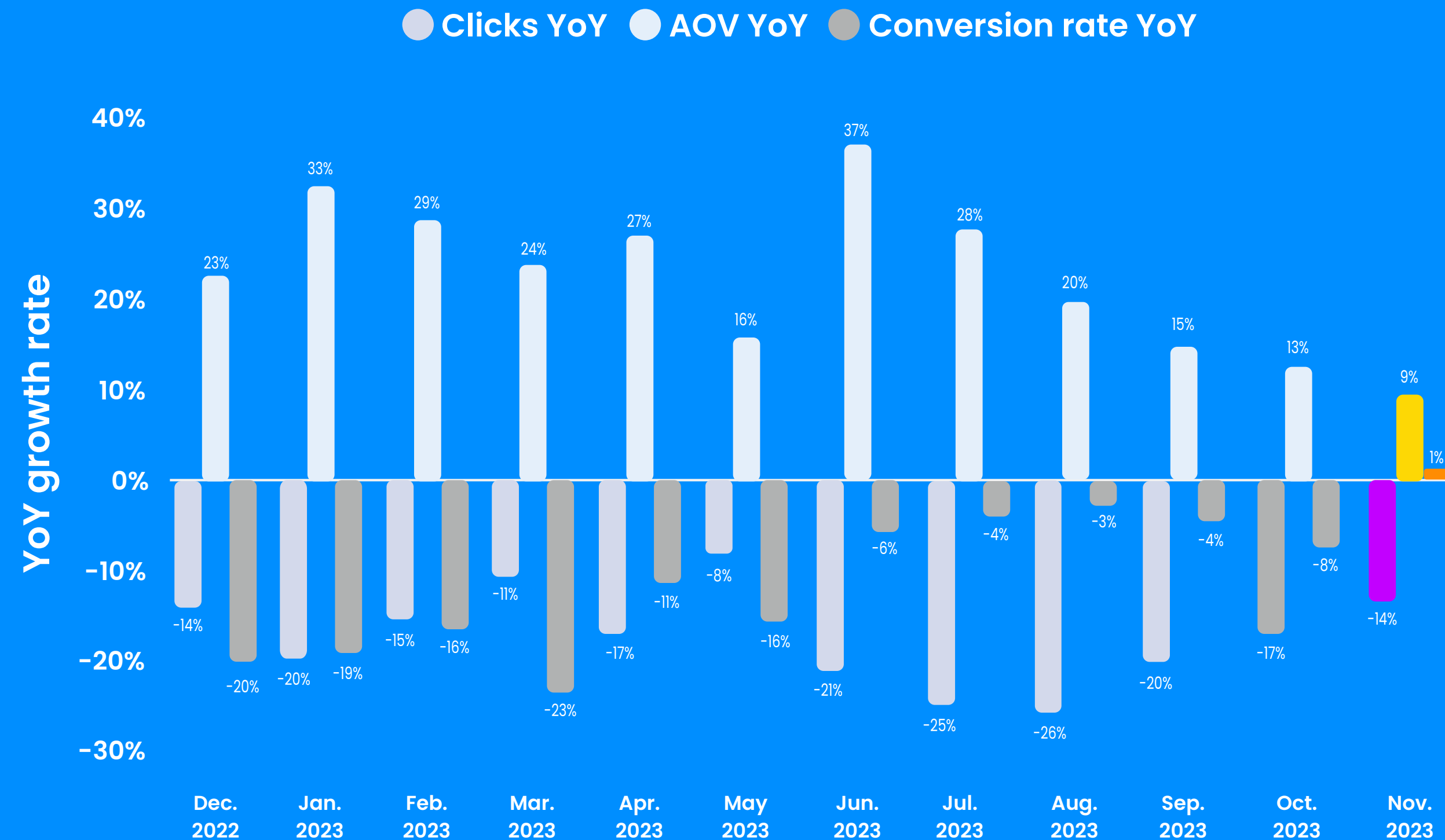
**-4%**

Gross Revenue decreased by 4% YoY in November 2023.



# Drivers of monthly revenue growth

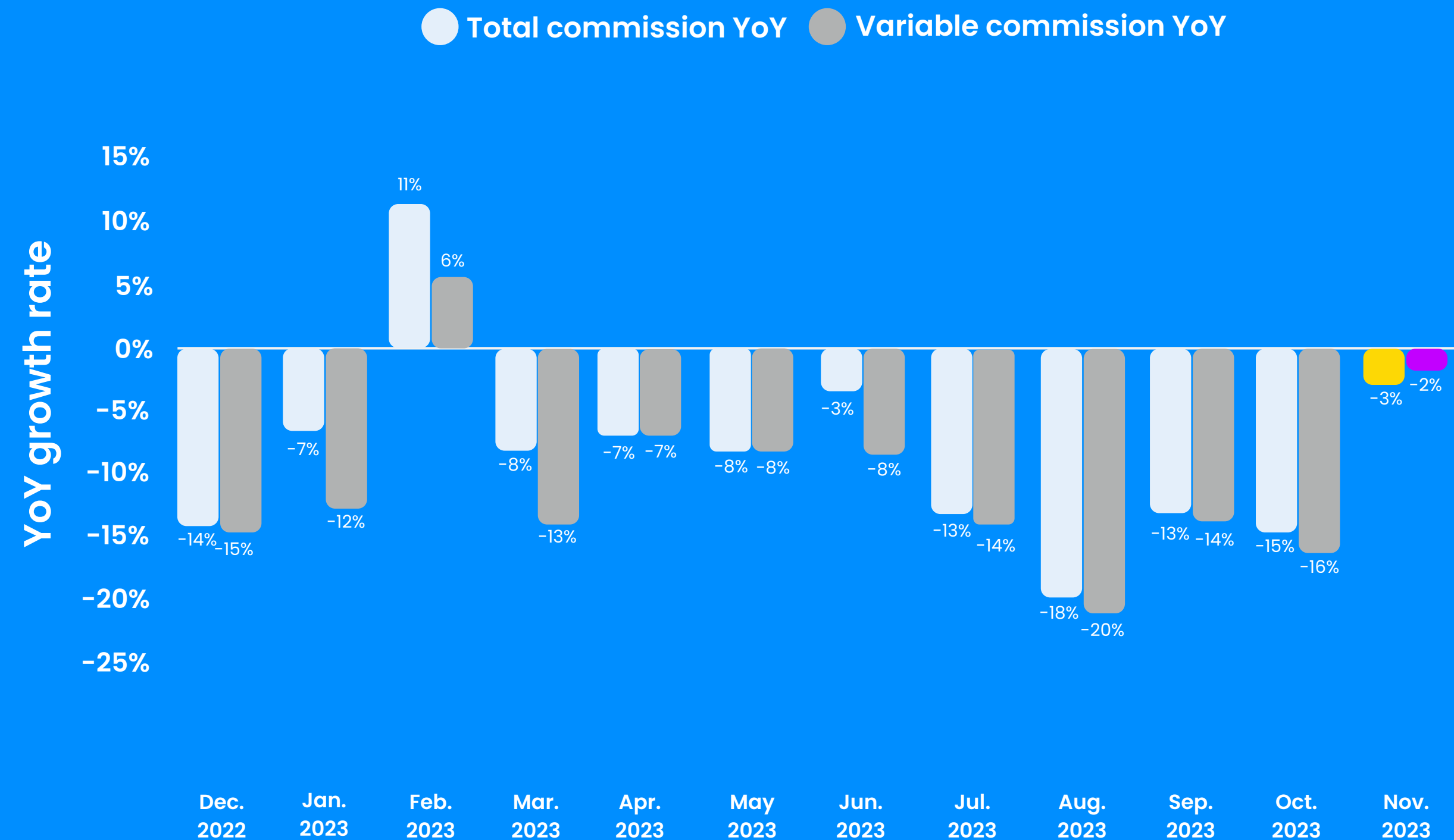
5



In November 2023, revenue was driven by a 9% increase in average order value while clicks were down 14% and conversion rate was up 1% YoY.

# Monthly commission trends

6



**-3%**

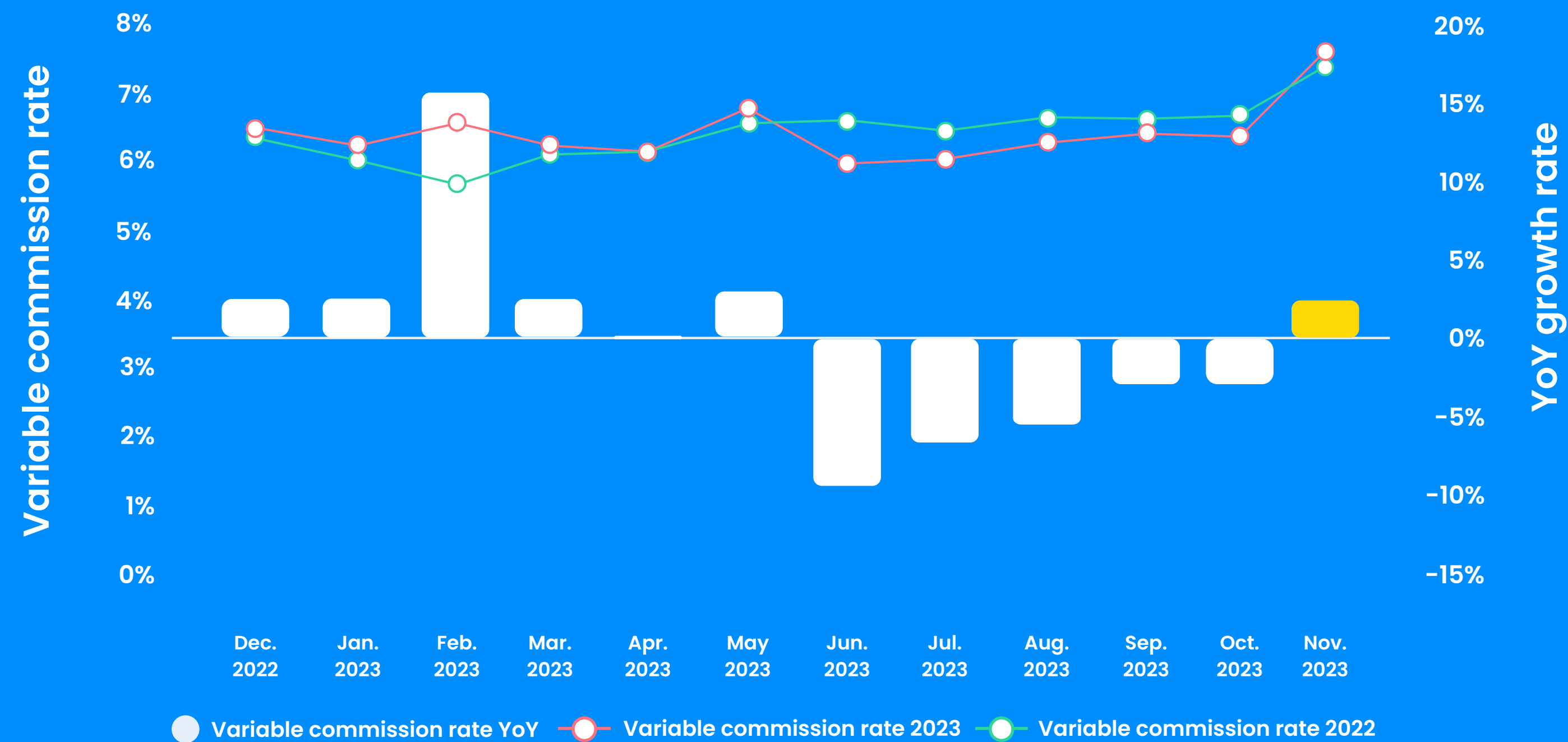
**-2%**

In November 2023, variable commission is down 2%, 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

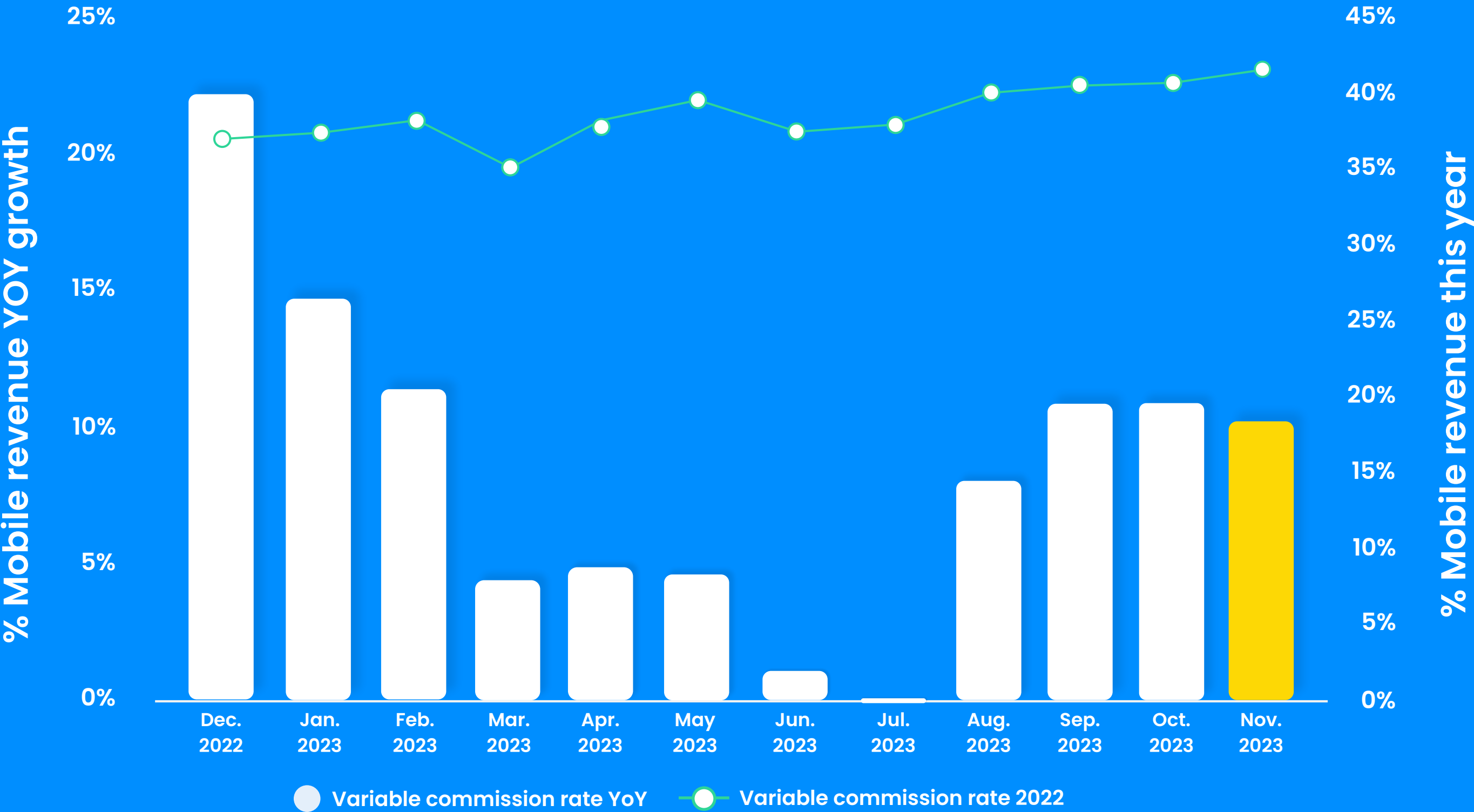


**7.6%**

Variable commission rates in November 2023 were at 7.6%, the highest it has been in 2023, and 2% higher than November of 2022.

# Monthly mobile revenue share

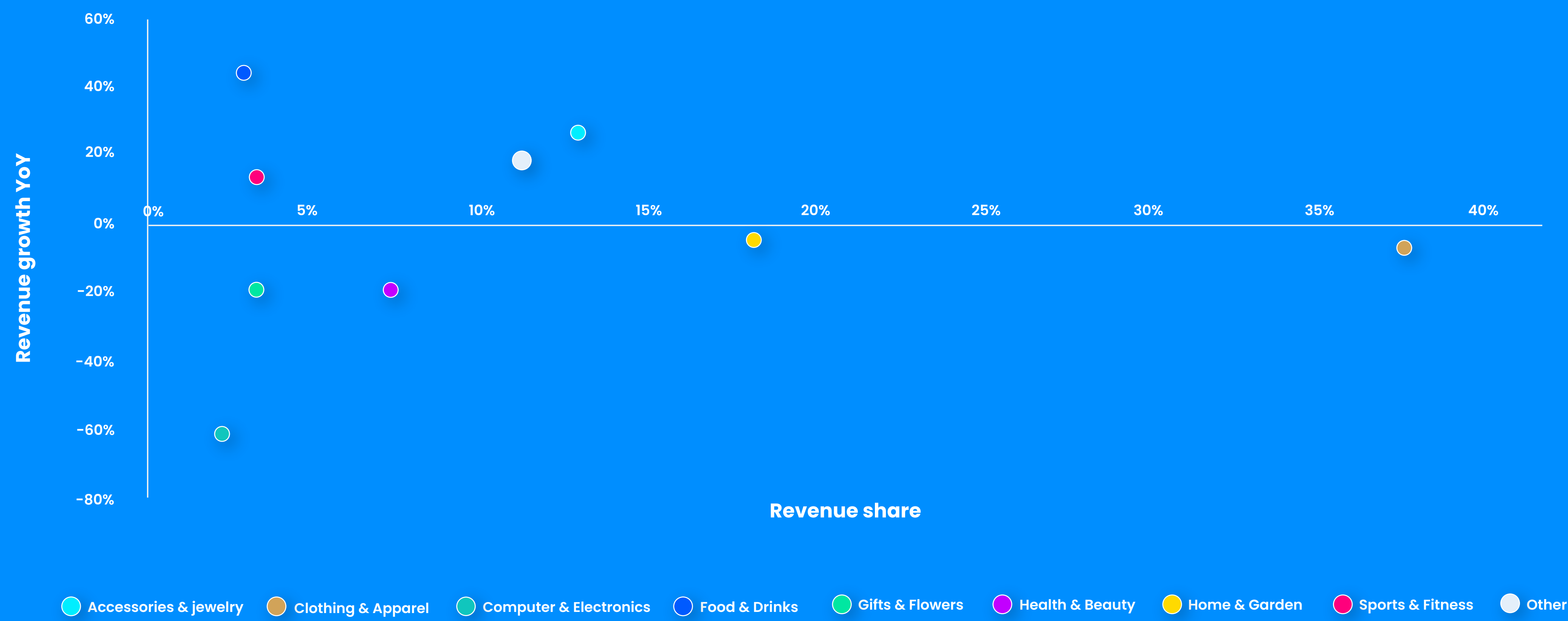
% of revenue from mobile



42%

Percentage of revenue from mobile was 42% in November 2023, a 10% 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

10

## % of revenue from new customers



50%

In November 2023, the percentage of revenue acquired from new customers is 50%, same as October and a 1% YoY decrease.

# New customer revenue by publisher category

11

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



57.7%

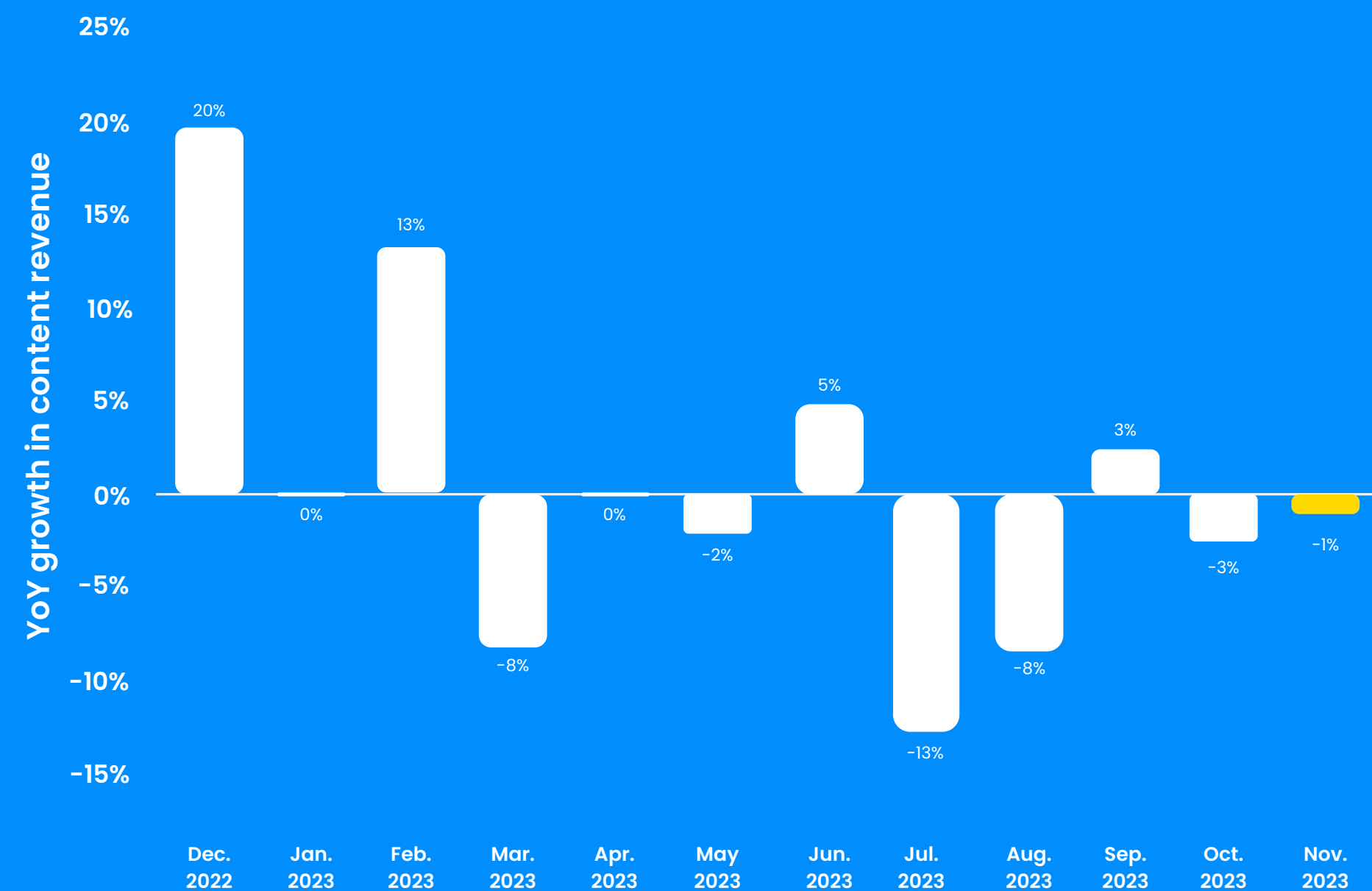
Here is the percentage of revenue from new customers in November, by partner category:

Other 55.4%	Content 57.7%
Coupon 50.2%	Loyalty 41.1%

# Content publisher YoY revenue and commission trends

12

## Content publisher revenue YoY growth rate



Growth in the content partner category has decreased by 1% in November 2023.

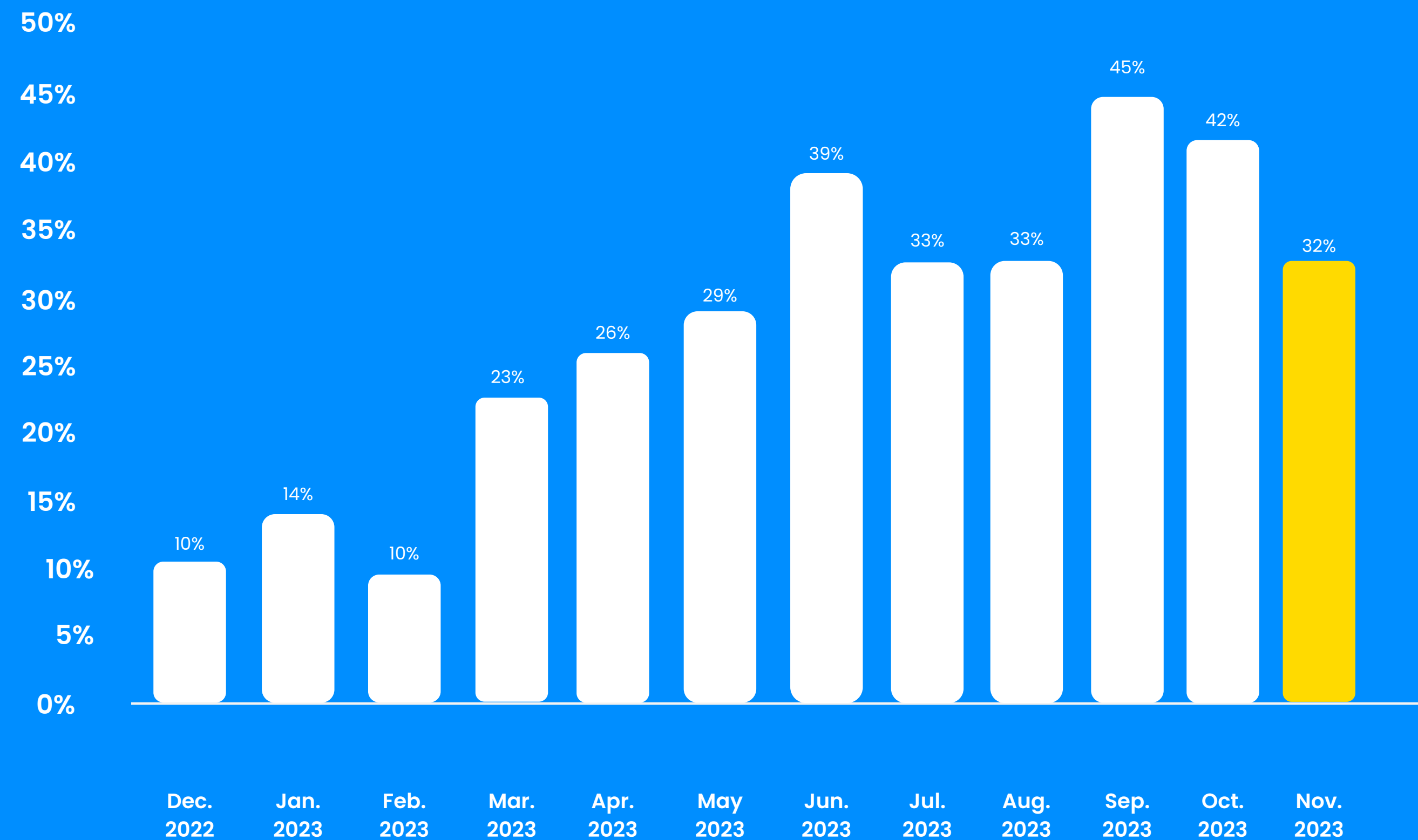
## Content publisher share of variable commission



In November 2023, share of commission for content partners is 48%, down 4% YoY.

# Publisher partner application growth YoY

13

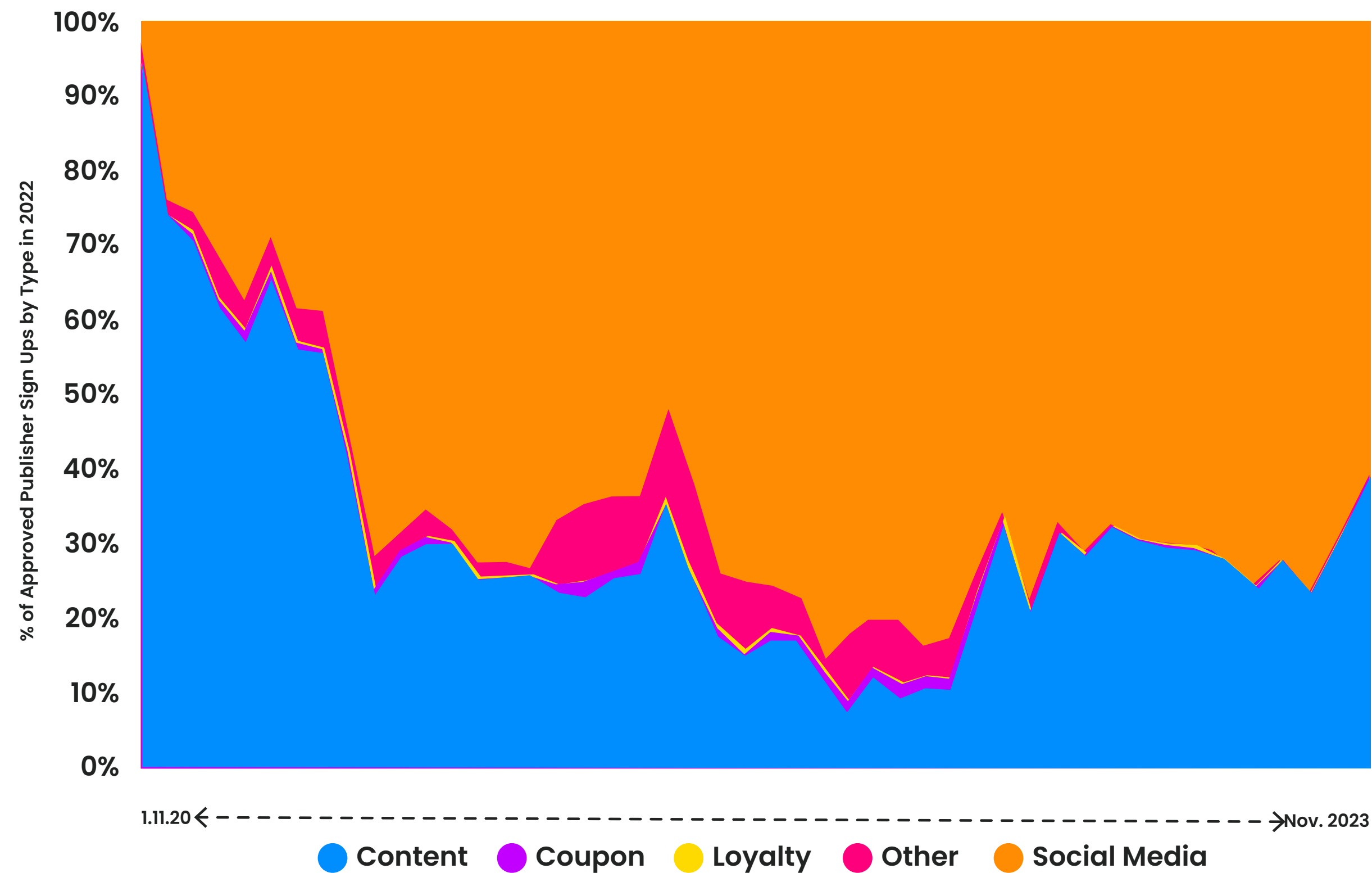


# 32%

Partner application increased 32% YoY in November 2023, the lowest it's been since May 2023.

# % of approved publisher sign ups by type

14



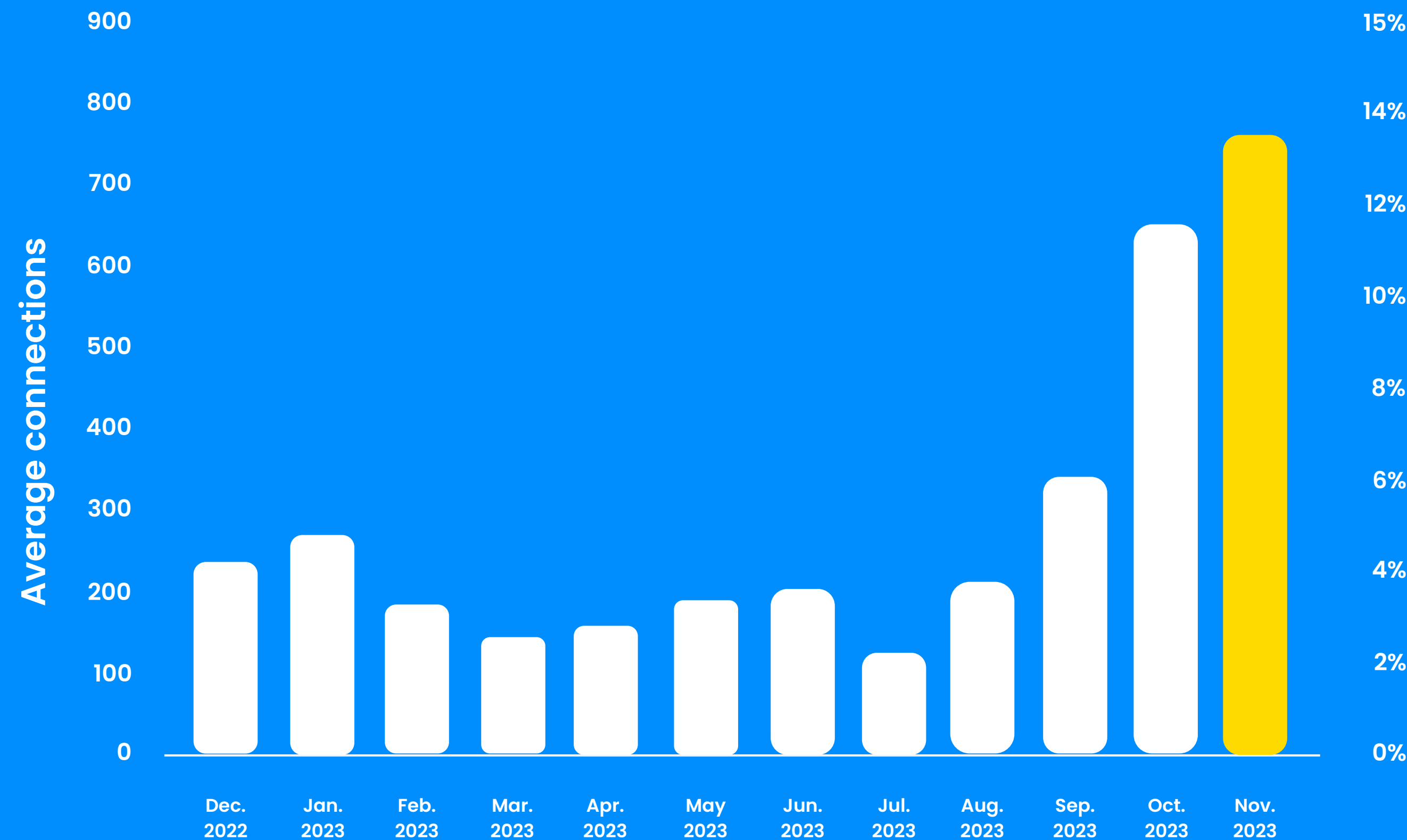
Social Media and Content partners make up the majority of new publishers joining the Ascend™ network.

The trends have remained pretty consistent throughout 2023.



# Average revenue generating connections per advertiser

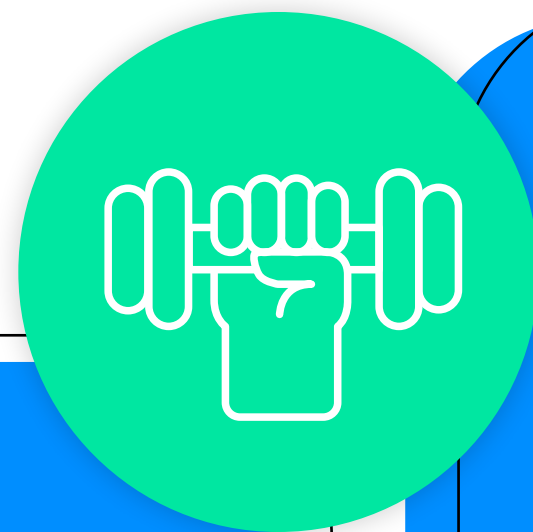
15



**13.5%**

In November, we saw a 13.5% increase YoY in the average number of connections per advertiser.

# Insights by vertical.



# YoY revenue share and revenue growth rate by vertical

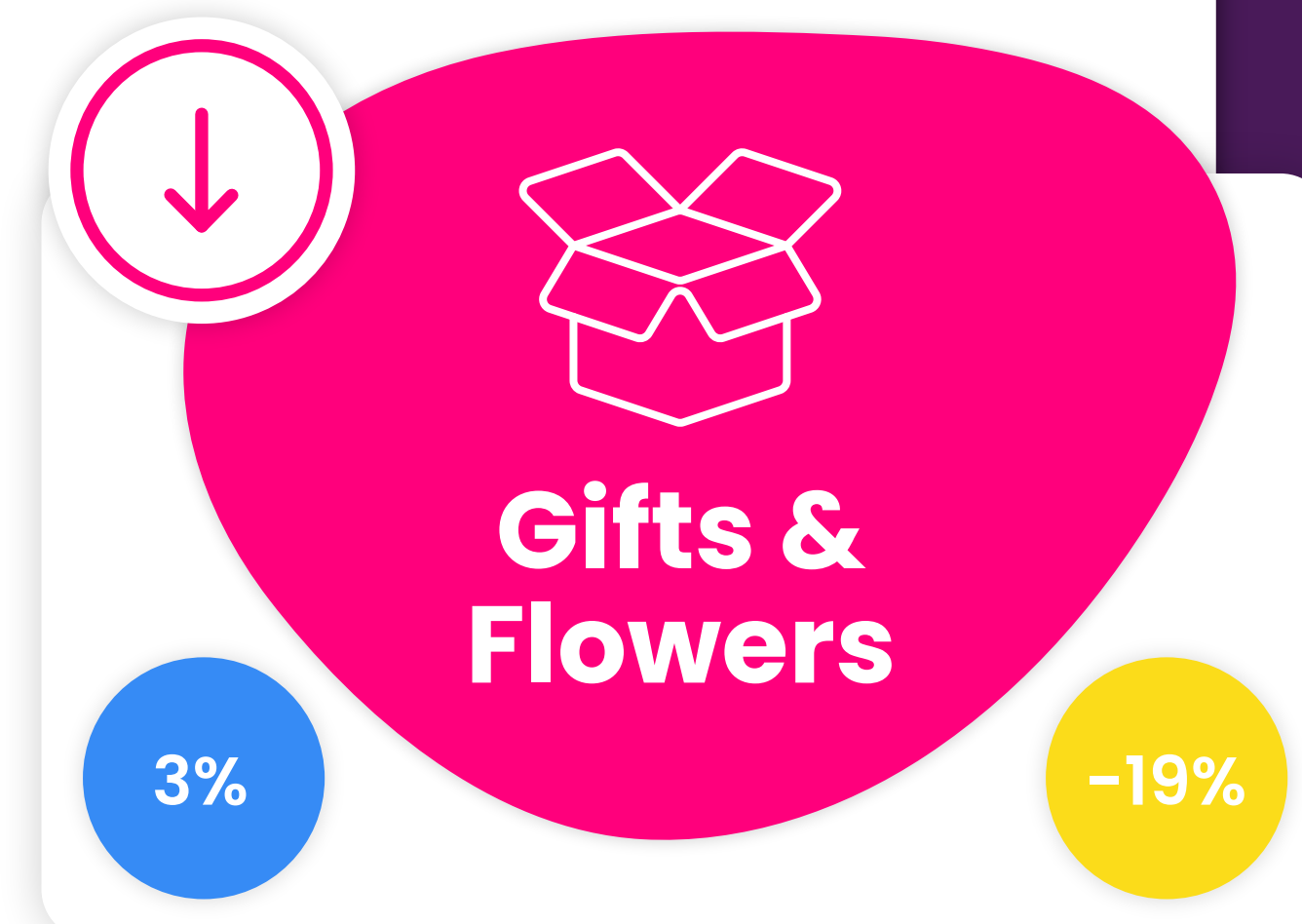
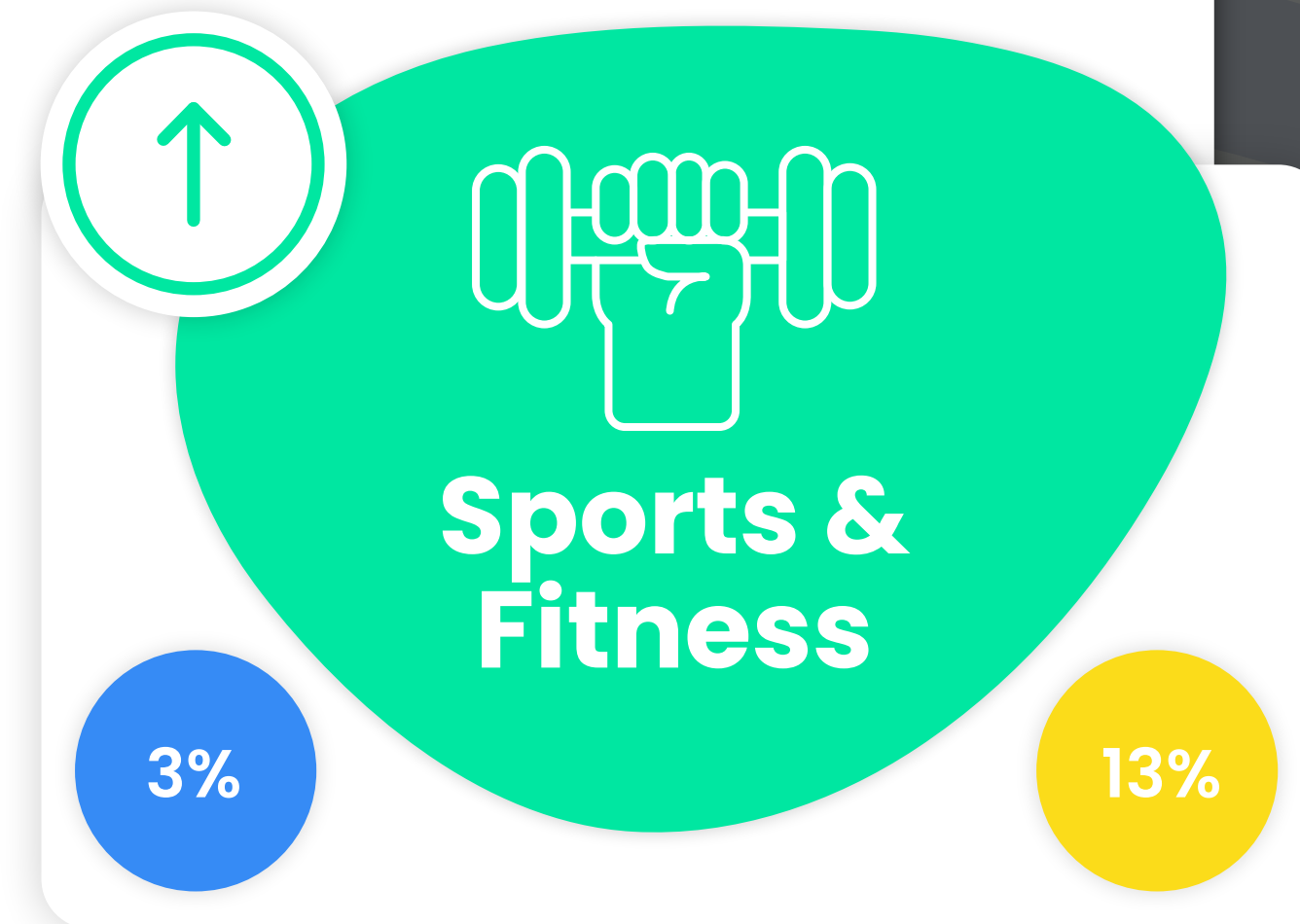
17

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

Revenue Growth YoY



Revenue share YoY



# YoY revenue share and revenue growth rate by vertical

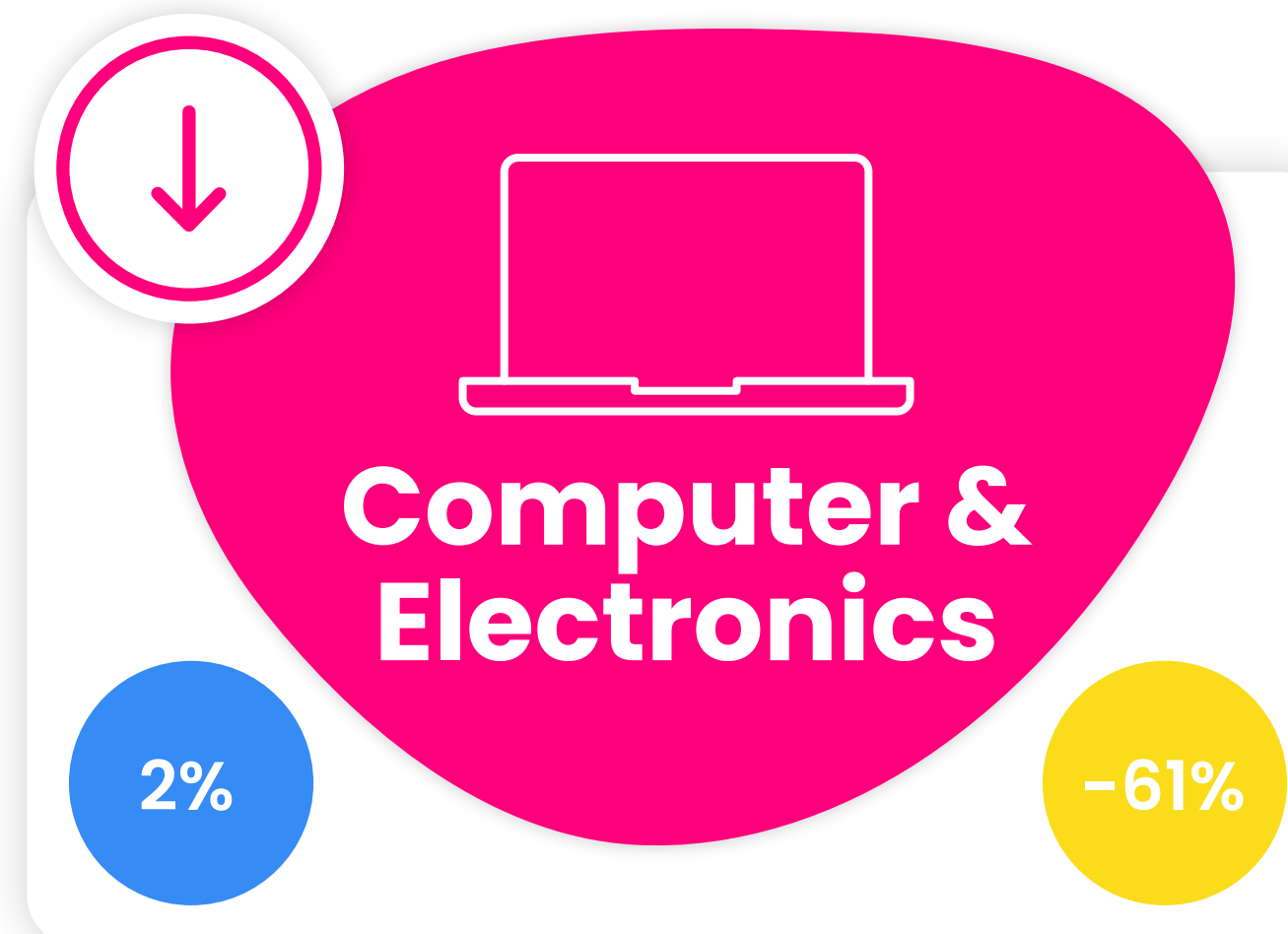
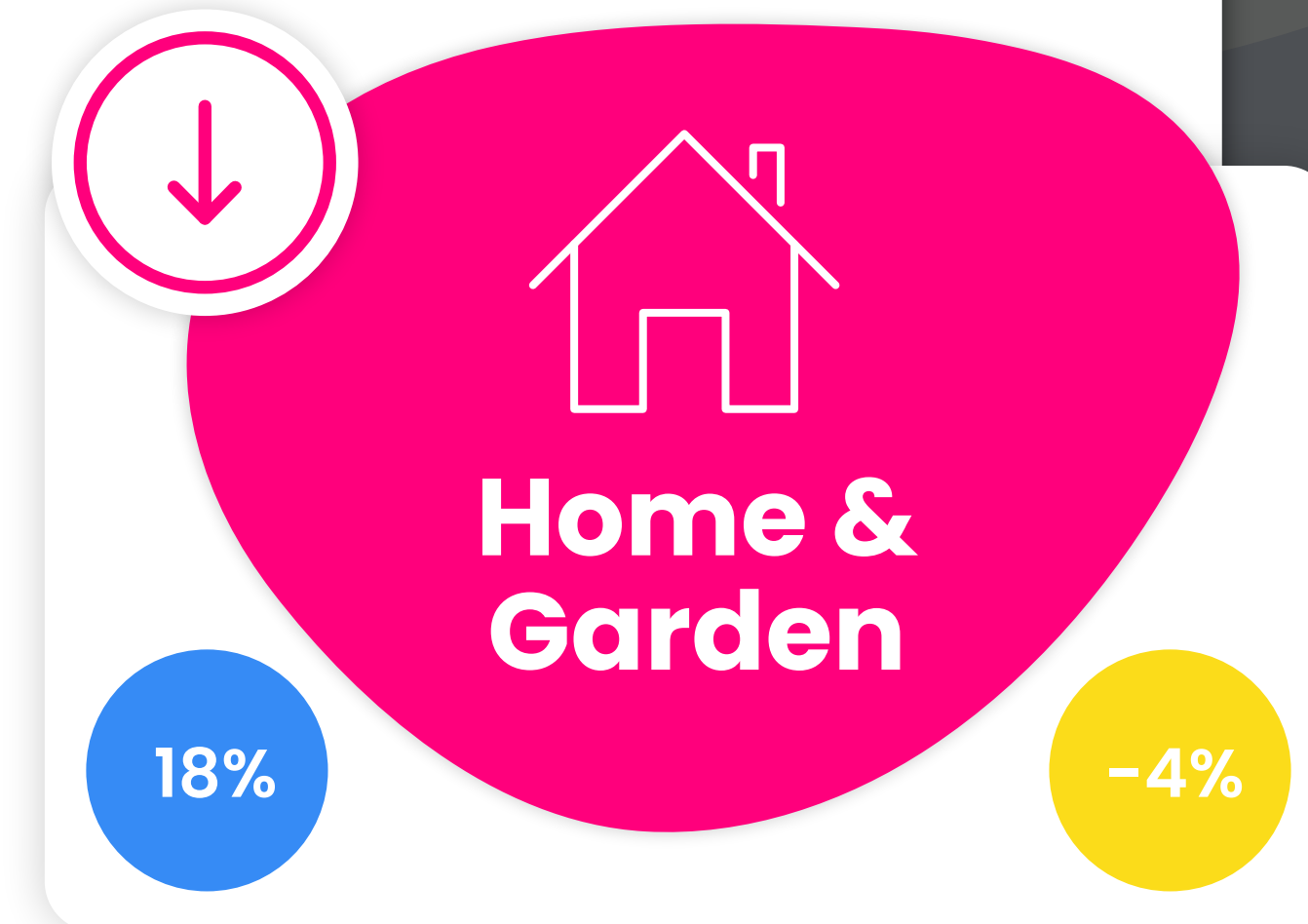
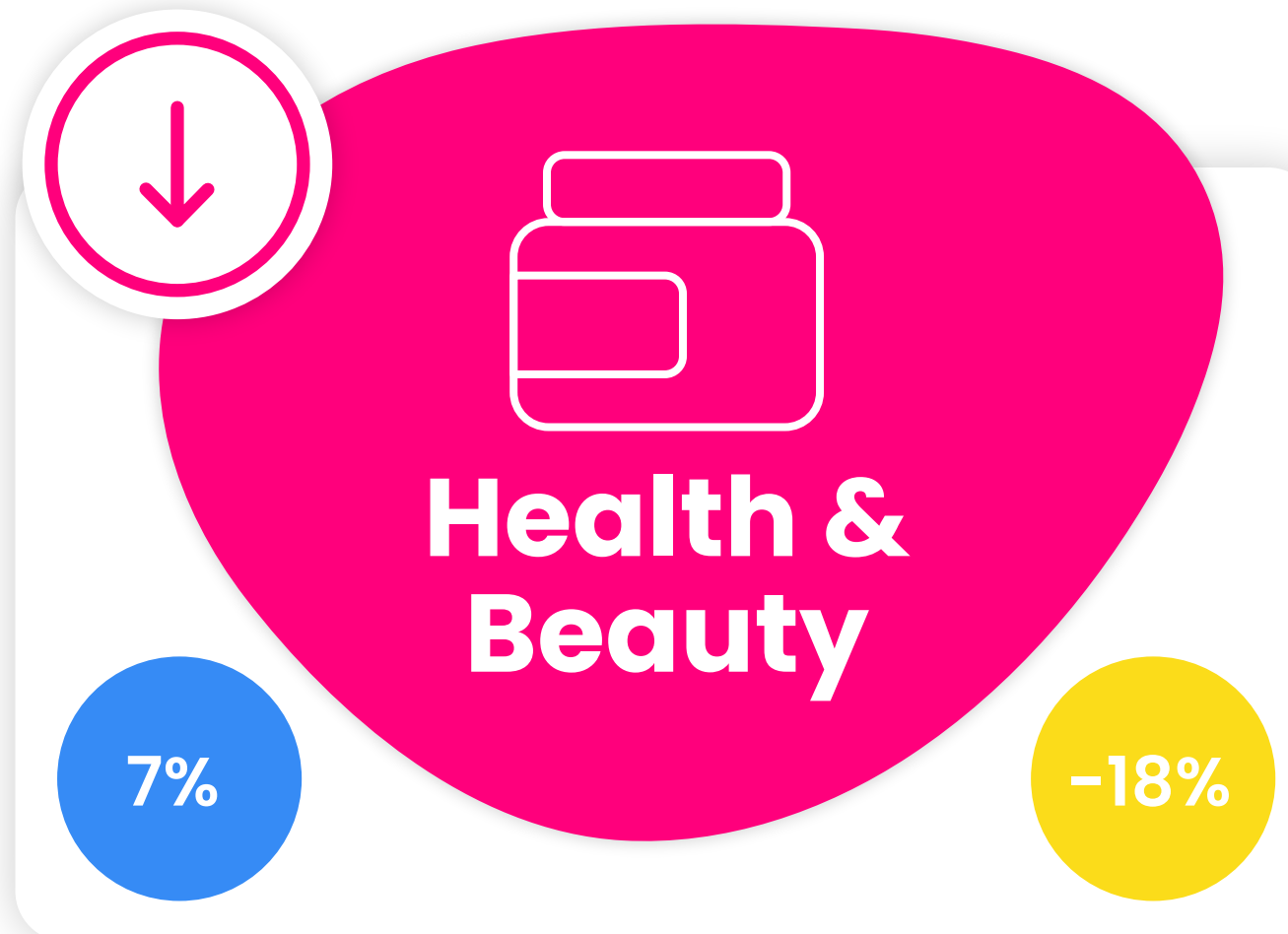
18

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

Revenue Growth YoY



Revenue share YoY



# YoY revenue share and revenue growth rate by vertical

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

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)