

Partnerize

Holiday Planning 2023

Setting your partnership
program up for success.

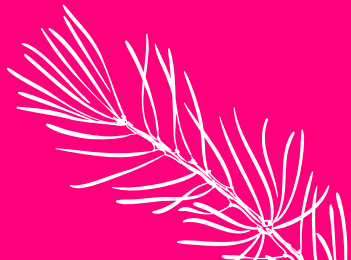


Table of contents

03
Key dates

04
Holiday 2023

05
Considerations

06
Program auditing

07
Advance
planning

08
Platform tasks

14
Partner
auditing

15
Partner
communication

16
Additional
considerations

17
Optimization
tactics

19
External sources

20
Contact us



Key holiday shopping days to keep in mind

Amazon Prime Early Access	October 11-12th
Pre-Holiday Shopping Season	Nov 1 until Pre-Thanksgiving (excludes Singles Day) (11/1 - 11/22)
Singles Day	November 11th
Pre-Thanksgiving	Sunday to Wednesday before Thanksgiving (11/18 - 11/22)
Thanksgiving	Thanksgiving Thursday (11/23)
Black Friday	Day after Thanksgiving (11/24)
Cyber Weekend	Saturday-Sunday after Thanksgiving (11/25-11/26)
Cyber Monday	Monday after Thanksgiving (11/27)
Green Monday	eBay holiday, 2nd Monday in December (12/11)
Doubles Day	December 12th
Free Shipping Day	Guaranteed free shipping with delivery by Christmas Eve (12/14)
Christmas	December 25th
Post-Christmas	December 26-30th

A look back at holiday 2022



Overall, all peak days saw YoY growth across Partnerize with Christmas Day seeing some of the largest YoY GTV growth at **40%**.



Cyber Monday and Cyber Weekend saw the biggest YoY order value growth for Partnerize brands at **28%** and **33%**, respectively.



Some of the YoY GTV growth may be attributed to the travel vertical as more and more consumers returned to holiday traveling in 2023 following pandemic restrictions.



Thanksgiving saw the smallest growth with a 1% YoY increase.



Considerations for 2023 holiday shopping season

New retail approaches

- Adjust promotional calendars accordingly as online holiday shopping events will kick off in October once again this year, potentially stealing some revenue share away from the traditional Cyber 5 days.
- Remain competitive with enticing promotions to offset Amazon's Prime events and be sure to frame promotions around surplus inventory.
- And if new customers is what you need, Retail Dive indicates a recent survey revealed that 42% of shoppers said that when they try a new brand, it's because they received a digital offer.

Shifts

- eMarketer reports that brick-and-mortar shopping this holiday season will increase 2.8% YoY while contributing 51.5% to 2023's growth.
- Online holiday shopping events will kick off in October once again this year, potentially stealing some revenue share away from the traditional Cyber 5 days.
- Heavy discounts and promotions are what will drive the increase in retail sales this holiday season as consumers are still battling unrelenting inflation.

Economic shifts

- eCommerce sales will grow 11.9% in 2023.
- The total number of digital shoppers, globally, will increase by 3.1% reaching a staggering 2.89 billion online shoppers or what equals to 36% of the world's population.
- Total retail sales will increase 4.5% hitting a breathtaking \$1.33 trillion.
- While eCommerce will outpace brick-and-mortar shopping, it's not by as much as in past years. Experts predict a go-forward growth gap of just 5 percentage points separating online and brick-and-mortar shopping.
- Raging inflation will push shoppers to find the best deals possible.

Program Auditing: What You Need to Consider Now

Link appends and creative

- All links should be formatted correctly and include any/all tags to ensure proper tracking in your internal tracking system.
- The generic link should have deep linking enabled, allowing partners the ability to change the destination URL to increase conversion.
- Ensure all creative assets are up to date with seasonality and current promotions.

Program information

- Update your Partnerize profile with the most relevant contact information so that partners can easily reach you with promotional opportunities and questions.
- Confirm the terms and conditions are current for your partner base.
- Ensure accuracy of the Partnerize Sign Up page on your site to solicit new sign ups.

Commissioning rules and tracking

- Check each commission term to make sure the correct partners are included and be sure to schedule payments in advance.
- Audit weekly to ensure partners are in the correct levels pre/post optimizations.
- Audit dynamic commissioning structures to ensure that active rates are accurate and intentional.
- Perform a test transaction to ensure all information is accurately being passed through the tracking pixel.

Corrections/Returns

- Evaluate all transactions to ensure you are reversing all cancellations and non-valid orders in the affiliate channel.
- To create efficiency, automate this process through an FTP (please reach out to Partnerize for assistance).

The key to holiday success: Advanced planning



Information gathering

Prepare these assets as early as possible to aid in your planning: Q4 budget, confirmed marketing calendar, new product launches to push in the affiliate channel and holiday imagery for distribution.



Understanding the data

Determine if there are new promotions this year and/or a promotion from last year that you aren't repeating.

Ask yourself:

How will this impact budget?

Did a promotion time period change YoY?

Will this impact budget and spend by month?



KPI establishment

Ensure KPIs are clearly defined for the holiday season and update these on a monthly basis to monitor real-time progress.



Communication planning

Determine a newsletter cadence for communicating with the partners and/or groups of partners and share the marketing calendar with top partners as early as possible.

Platform tasks: Discover

Discover

Track

Manage

Measure

Pay

Protect

Discover

Leverage unique data and preferences to acquire and optimize high quality partners

- Complete a GAP analysis to ensure you're working with top players
- Curate your partner base with right-fit partners to reach your target audience
- Ensure partner diversification
- Incent inactive partners to promote your holiday content
- Activate right-fit partners from beyond the platform that reach your target audience



Platform tasks: Track

Discover

Track

Manage

Measure

Pay

Protect

Track

Capture the data points necessary to maximize your holiday strategy.

- Capture unlimited data points
- Maximize the benefits of mobile
- ITP compliance: Ensure that you are leveraging a future-proofed tracking solution for persistent, accurate tracking
- Rapid-deploy remarketing and retargeting solutions through Cybba, Upsellit or RevLifter if using the Partnerize Tag



Platform tasks: Manage

Discover

Track

Manage

Measure

Pay

Protect

Manage

Communication, collaboration and commissioning flexibility necessary to drive results.

- Control your ROAS with SKU or category level commissioning
- Dynamically reward partners based on conversion attributes like AOV, revenue threshold, or number of items in a transaction
- Control the cost of new customer acquisition while driving incrementality by automating custom partner rewards for new vs. existing customers
- Implement automated, event-based communications to incent growth from your partner portfolio

Platform tasks: Measure

Discover

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Measure

Gain transparency into your data with custom reporting dashboard integrations and granular insights into performance trends.

- Optimize partners based on historic trends
- Drive incrementality with unique optimization tactics for partner type and capabilities
- Make data-driven holiday strategy decisions
- Maintain a pulse on performance with KPI tracking with real-time insight into progress with KPI tracking



Platform tasks: Pay

Discover

Track

Manage

Measure

Pay

Protect

Pay

Simplified deployment of global partner payments
in their desired currency and frequency.

- Easily satisfy flat-fee payments
- Automate dynamic rewards
- Optimize global partnerships
- Schedule bonuses in advance and include as much detail as possible on the placement, inclusive of the IO number



Platform tasks: Protect

Discover

Track

Manage

Measure

Pay

Protect

Protect

Minimize revenue loss and protect your investment across search, social, domain, code and content.

- Restrict paying commission on codes that are not intended for use in the affiliate channel
- Safeguard holiday spend
- Tap AI-based fraud prediction
- Capture and resolve violations in real time



Partner auditing

Monitoring your brand, while keeping an eye on the competition will allow you to course correct, if needed, during the holidays.



Placement audits

You'll want to identify partners, evaluate placements, and build a placement plan. Record the results of each optimization you are running and share the screenshot of the placement and results with your clients.



Competitive audits

Keep an eye on what promotions and/or placements your competitors are running throughout the season. If they have a promotion during a quiet period for your client, launch an affiliate exclusive to compete.



Quality audits

Ensure accuracy of your promotions on top partner sites to avoid customer service inquiries.



Enhanced partner communication



Get in front of your partner communication

- Use Partnerize's Newsletter tool to keep your entire partner base up to date on promotions, gift guides, and optimization opportunities.
- Send all marketing calendar information via a personal email to your top performing partner contacts.
- Keep these contacts informed of any changes to the marketing calendar throughout holiday shopping season.
- Set up a regular line of communication via a holiday check-in call with your top performers.
- Request an escalation point of contact for your partners to have a direct line of communication in the event they are out of office.
- Set up event-based communications to automate notifications that help partners drive to your business goals.
- Consider pulsing out the information by sending multiple newsletters. (Coming Soon, Live Now, Last Chance)



Additional considerations



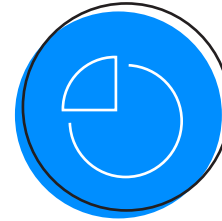
Provide gift guides

Create a Gift Guide to direct partners to key holiday categories, best-sellers and excess inventory you are trying to push. Deploy newsletters and collateral featuring these products.



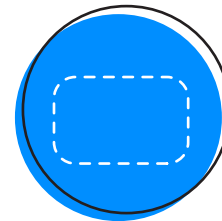
Push e-gift cards

Capture last-minute shoppers by pushing e-gift cards, and if possible, incent the purchase of gift cards through SKU based commissioning.



Allocate budget for placement

Guarantee exposure with top partners by securing placements that align with key promotional periods. Advertisers may spend up to 20% of their budget on paid media.



Suppress coupon codes to increase ROAS

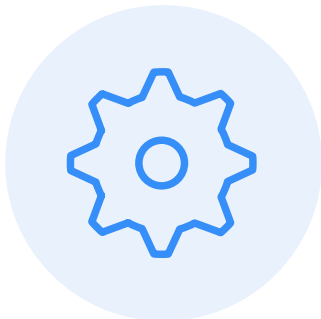
Restrict paying commission on codes that are not intended for use in the affiliate channel, reinvesting those dollars on optimizations.

Optimization tactics by partner type



Content

- Offer a gift card or free product for a blog post and/or social media post.
Give bloggers notice of upcoming promotions so they can plan their posts
- in advance to increase brand exposure.
Incent content partners to push specific products by offering a higher
- commission on particular SKUs.



Content syndication

- Offer an increased payout to select influencers while providing early release of promotions.
- Provide an aggressive commission rate that will be attractive to influencers.
- Enhance communication by providing all product level details to partners at least 2 weeks in advance to be included in newsletters to their influencer base, inclusive of suggested hashtags.

Optimization tactics by partner type



Loyalty

- Offer aggressive cash back rates during key time periods.
- Perform loyalty audits every week to ensure you are competitive with other retailers in your category.
- When possible, be more competitive with your cash back during Q4/Peak days if budget allows.



Coupon/Deal

- Offer exclusive codes or exclusive sale opportunities (start early, extended sale, personalized landing page) to coupon sites in exchange for additional exposure on the site and/or in newsletters.
- For large sales, offer vanity codes to top partners to track performance and gain exposure.
- Provide best of web pricing exclusive offers to deal sites.




External sources

<https://www.retaildive.com/spons/holiday-2023-guide-seasonal-trends-to-build-your-marketing-strategy-1/691492/>

https://on.emarketer.com/rs/867-SLG-901/images/Outbrain_GlobalCommerceTrends_2023_Lookbook.pdf





Contact us today to learn how you can harness the power of an industry leading partnership solution provider.