Partnerize

Choose your own finish line:

Measuring success with Partnerize's KPI dashboard

Order value

Monthly
38%

$1,520
$4,000

Goal	$4,000.00
Amount to goal	$2,480.00
Previous period	$2,800.00

On track — 15 days left

Conversions
4 ↑ 68.40%

Conversion items
7 ↓ 12.08%

Total order value
$3090.34 ↑ 76.32%

Partner commission
$18.60 ↑ 92.00%

Top 10 partners

Top 10 products

Live tracking

Commission spend

Quarterly
2.9%

$88.00
$3,000

Goal	$3,000.00
Amount to goal	$2,912.00
Previous period	$0.00

Off track — 43 days left
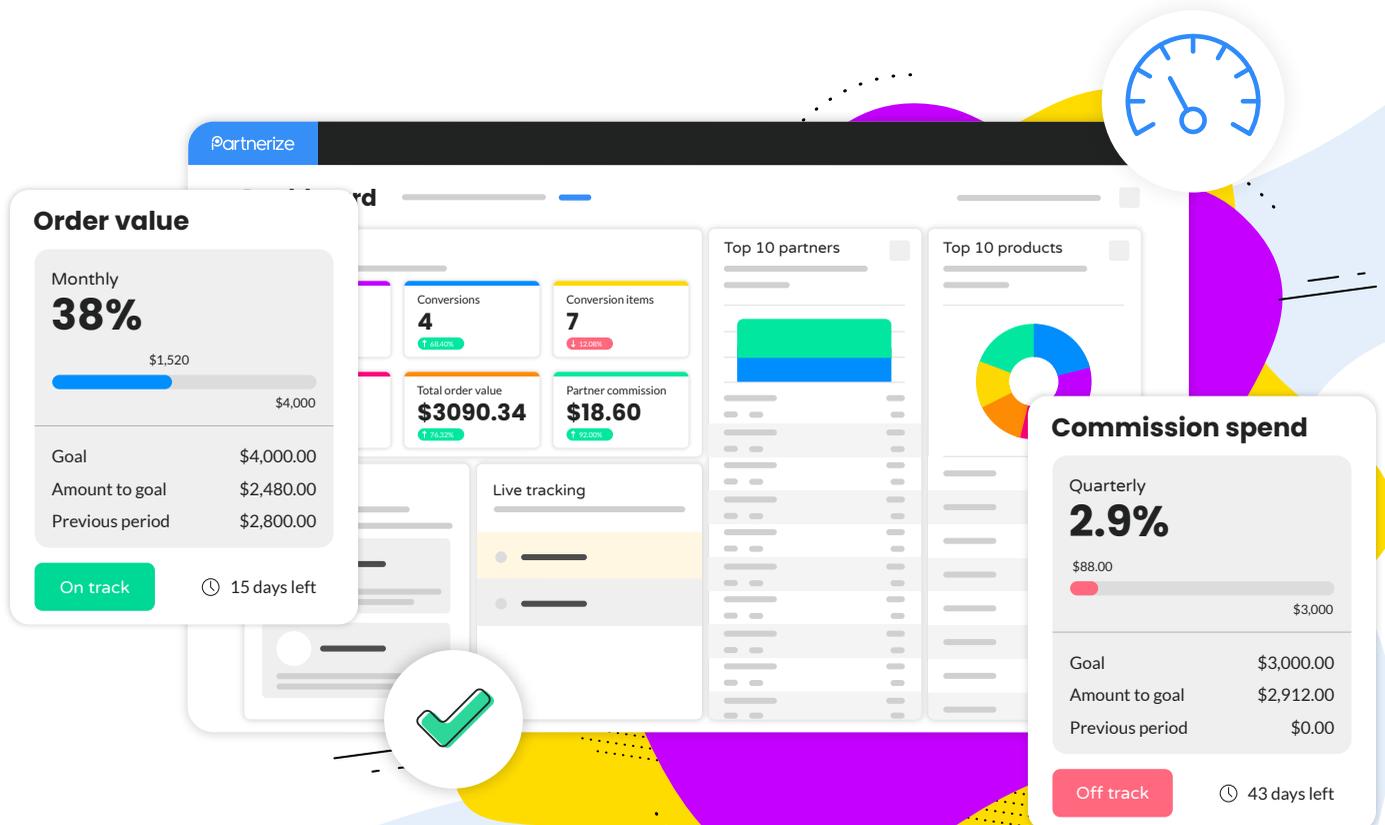
Measuring success is a critical component of partnership marketing lifecycle management, particularly when it comes to identifying actionable insights that support repeated successes. Typically considered to be somewhat of a 'finish line', measuring success should, instead, take place throughout the lifetime of a campaign—ongoing evaluation of results that allows for strategic shifts that support marketers in reaching their goals.

Although ongoing goal measurement is a critical component of positive outcomes, marketers face progress-tracking hurdles, including:

Tracking milestones.
Between manual progress review processes and staying laser-focused on end-goals, implementing and achieving meaningful milestones throughout the life of a campaign can fall by the wayside.

Misalignment in actions and desired outcomes.
Tracking progress is a critical component of understanding your strategy's impact on campaign goals—real-time insight into progress that is difficult to track manually.

Manual processes.
Manually building reports for and reviewing real-time goal progress is time consuming, and a lack of automation leaves room for human error.

Defining success up front.
Developing and executing complex strategies can create distractions that cause finish line goals to slip through the cracks.

Inefficiencies.
Marketers need a single destination to optimize their partnerships, including goal tracking. Without a designated in-platform solution for key performance indicator (KPI) measurement, progress tracking lives across external documents and spreadsheets.

Automate goal tracking with Partnerize's KPI dashboard

Partnerize gives marketers the single destination reporting and visuals they need to quickly and easily get a pulse check on unique goals with the KPI dashboard, a real-time tracking hub for metrics that matter most to your business.

AOV – Monthly

June

$0.00 $225.00

$205.56

The KPI dashboard allows marketers to:

Customize goals
Input tailored goals to surface actionable insights that matter most to your business.

Monitor performance
Keep a pulse on your progress toward unique business goals with real-time analytics.

Optimize partnerships
Leverage KPI progress to inform your partnership strategy and ensure that you meet or exceed your key business goals.
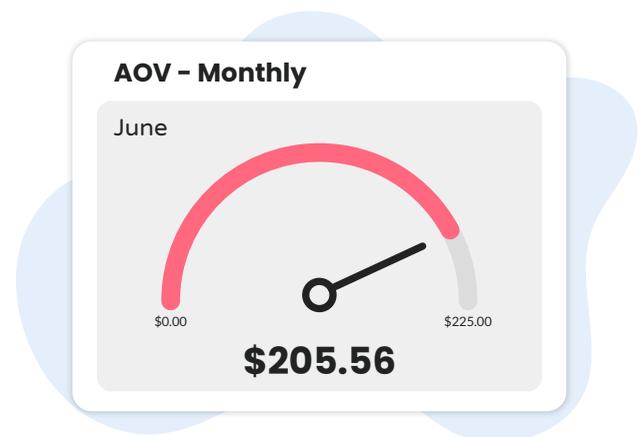
The dashboard enables tracking of up to 33 goals by actual values or percent change from a predetermined period. Get started by tracking your monthly, quarterly and annual progress toward eleven available KPIs:

✓ **Order value**
Representing total revenue, order value enables you to track progress toward total currency value of all partner-attributed conversions.

✓ **Average order value**
Average order value (AOV) measures the total revenue divided by the number of sales. Set AOV as one of your primary KPIs for insight into cart value trends.

✓ **Conversions**
Monitor number of transactions with a goal of growing total number of sales.

✓ **Conversion items**
Increase in-basket items by tracking the number of SKUs per conversion.

✓ **Conversion active partners**
Monitor active partners by tracking the total number of partners that are driving transactions for your brand for a given duration.

✓ **Conversion rate**
Keep a pulse on the percentage of clicks that are resulting in sales.

✓ **Percentage of new users**
See how many conversions are being driven by new users as a percentage of total conversions.

✓ **Commission spend**
Stay within your budget by monitoring rewards paid to partners.

✓ **Return on ad spend**
Drive a strong return on ad spend (ROAS) by keeping a pulse on the cost associated with results.

✓ **Clicks**
Keep track of your overall traffic by monitoring the number of clicks being driven by your partners.

✓ **Click active partners**
Stay on top of your partners' performance by tracking how many are driving traffic to your site.
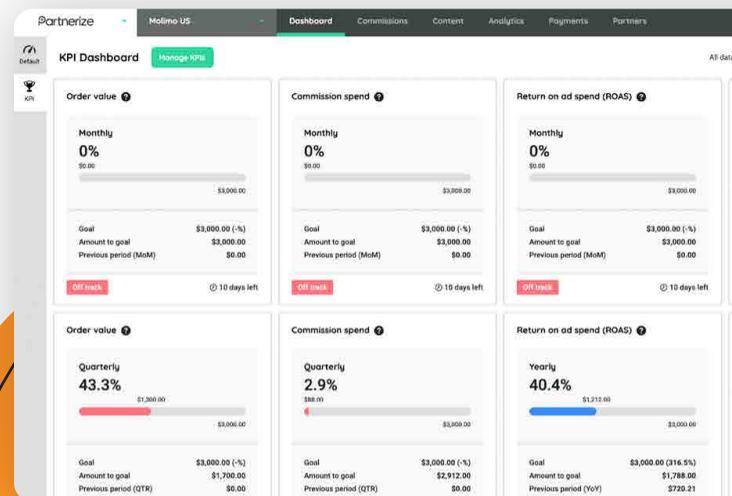
Pro tips for optimizing the KPI dashboard

Depending on your unique business goals, action items that impact reaching and exceeding your KPIs vary. To align desired outcomes with your partner management actions, consider implementing these example tactics into your strategy.
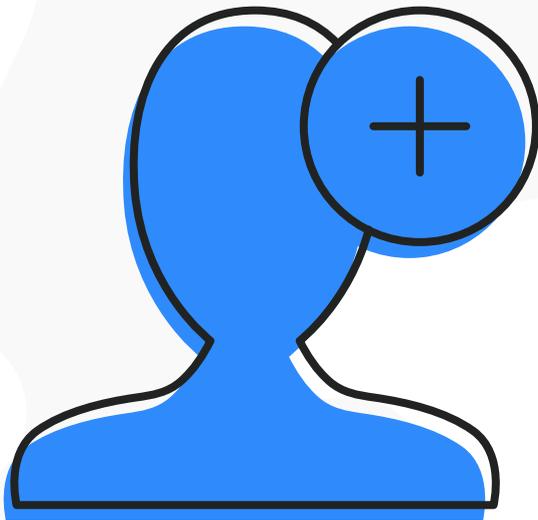
Prioritize partner recruitment

Finding and recruiting best-match partners that can effectively reach your target audience increases your propensity for conversion. Leverage Discover, Partnerize's recruitment and activation engine to:
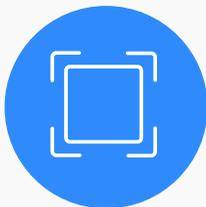
Grow your partner base.

Increasing your partner makeup creates additional opportunities to reach and convert target audiences. Additionally, cultivating relationships with larger partner makeups decreases revenue consolidation risk, instead, spreading traffic and revenue across a broader group of active partners.

Diversify your partnerships.

Discover enables you to search for prospective partners by partner type, filtering your results by partner verticals including loyalty, content, coupon, influencer and more. Ensuring that your joined partnerships represent a variety of partner types expands your audience reach, invites a variety of promotional capabilities and creates new conversion opportunities.

Test new markets.

If you're considering expanding into a new region, test the audience by recruiting new partners in that region—a pay-for-outcome opportunity to reach and engage with your target market.
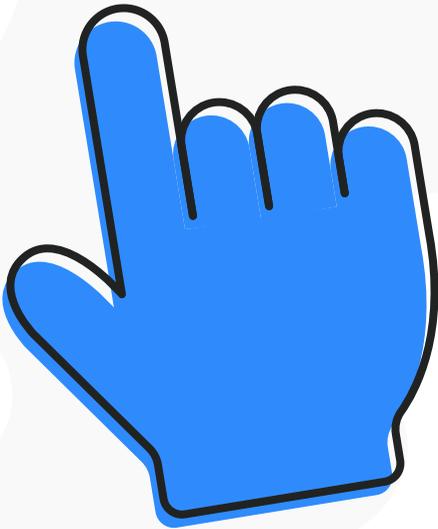
Activate joined partners

Identify if your joined partners are inactive or underperforming (for example, partners that haven't generated traffic or conversions this month or year to date) by downloading the Summary report in Partnerize's Analytics. If your joined partner makeup includes inactive or underperforming partners, re-engage with this segment to incent activation by:

Targeted outcomes:

- ✓ Conversion active partners
- ✓ Click active partners
- ✓ Conversions
- ✓ Clicks

Deploying a communication.

Using Partnerize's integrated newsletter functionality, deploy a communication to your underperforming partner segment, alerting them to their inactivity and drawing attention to the latest creative content or brand messaging available in your program to promote.

Implementing a temporary commission increase.

After identifying partners that are underperforming or inactive in your program, create a group for this segment and deploy a temporary commission increase to incent immediate promotion. You can share the news of the rate increase with this group via integrated newsletter deployment so that they can immediately pull tracking links for your brand to begin earning at their new rate!

Creating urgency.

If your intention is to remove inactive partners, create urgency for underperformers to begin driving traffic and conversions for your campaign by providing a deadline for promotion before a partner cleanup, at which time you will remove inactive partners from your program. While partner removal is not widely considered a best practice, relationships change! As such, qualifications for joined status in campaigns will also shift.
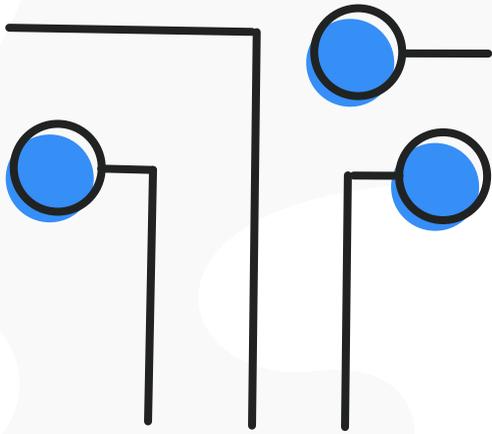
Implement dynamic reward structures

Targeted outcomes:

- ✓ Order value
- ✓ AOV
- ✓ Return on ad spend
- ✓ Conversion active partners
- ✓ Percentage of new users
- ✓ Commission spend

Partners' primary incentive for working with brands is to be rewarded for the value they provide. With Partnerize's automated, dynamic commissioning functionality, brands have the flexibility to create sophisticated reward structures that incent partners to drive to their broader business goals. Leverage dynamic commissioning to:
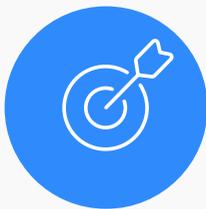
Create revenue thresholds.

Tailor reward structures so that partners receive a higher rate of commission for basket sizes that exceed a predetermined revenue threshold—an incentive that drives up conversion revenue at a controlled cost. This exact commissioning method can be applied to conversions that meet specific AOV criteria.

Customize rewards for new vs. existing customers.

Offset the cost of new customer acquisition by increasing partner payouts for consumers that are converting for the first time. By implementing higher commission rates for new customers, you incent partners to drive first-time buyers while controlling the payout on repeat consumers.
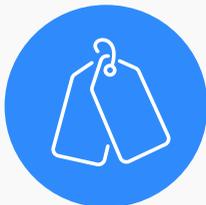
Implement SKU-based rewards.

Gain control of your ad spend by customizing commission payouts at the item level—flexibility that ensures higher-ticket items trigger reward deployment that is in line with your product margins.
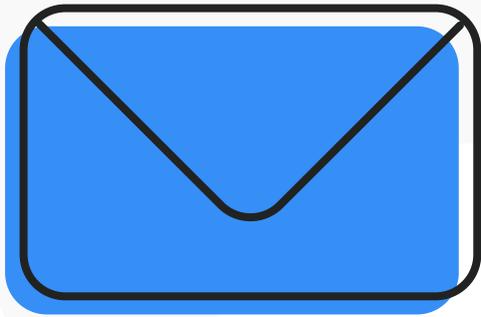
Deploy integrated partner communications

Mutually beneficial partnerships hinge on open communication between brands and partners. Ensure that you are keeping your partners in-the-know with:

Targeted outcomes:

- ✓ Overall value
- ✓ Click active partners
- ✓ Conversion active partners
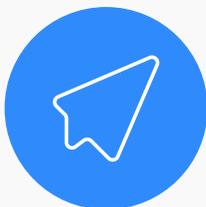
Automated communication deployment.

Partnerize's newsletter functionality allows for automated, event-based messaging—functionality that lets you take the manual steps out of keeping in touch with your partners. For example, automate a tailored communication to deploy to all partners that have not generated a transaction in a customizable period.

Regular campaign updates.

Deploy a newsletter to your partners when any changes take place in your campaign including commission increases, altered dynamic commissioning incentives and availability of new creative content. By drawing partners' attention to the changes in your campaign, they can quickly take your desired action.

Seasonal and promotional messaging.

Partners are typically working with many brands across multiple platforms, so they aren't always logging into your campaigns to see what's new. Grab their attention with newsletters that announce your latest promotions, offers or new collections so they can quickly begin promoting this content to their audiences.

Learn more about how to cross your finish lines and achieve your overall business goals with Partnerize by getting in touch at contact@partnerize.com.