



 Partnerize

Fortune 500 company proves that partnership management strategy is not one-size-fits-all

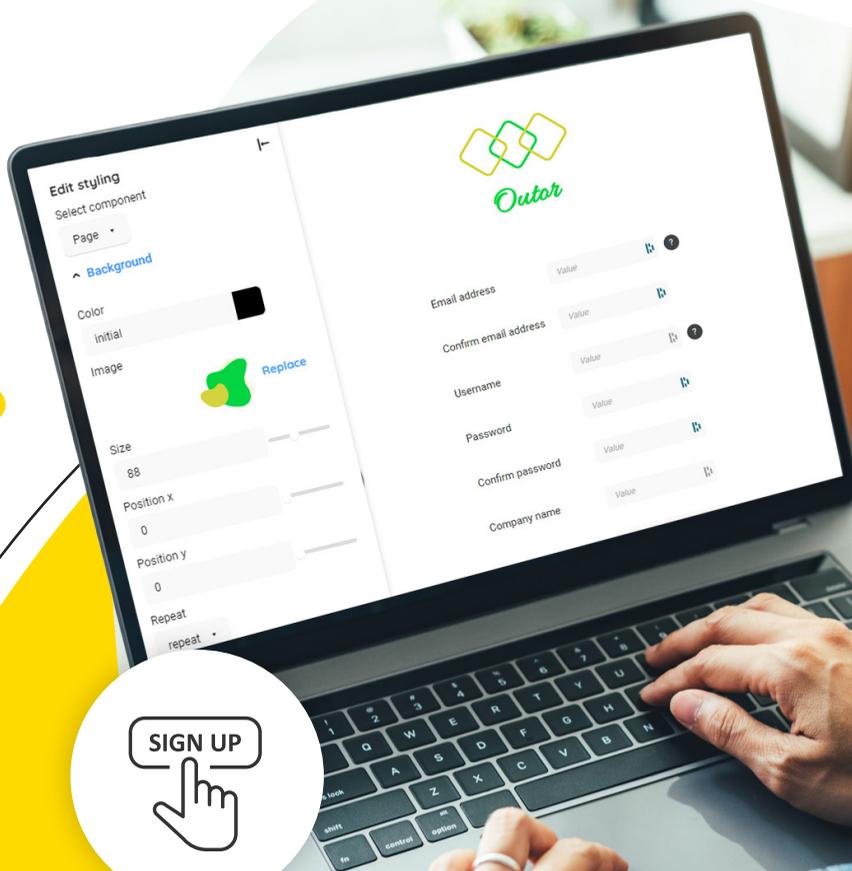
Partnership marketing is projected to reach nearly **\$28 billion** by 2027—a 63% surge from present day that speaks to marketers’ growing awareness and trust in the channel. While partnership marketing combines scale, automation and outcome-based pricing powering advertisers to offset the cost of their primary sales and marketing channels, optimizing partnerships is not a one-size-fits all approach.

Among an extensive list of global brands, a Fortune 500 provider of technology and subscriptions leverages Partnerize to discover, track, optimize and reward their partners. While the platform enables the brand to automate typically manual steps across the partner management lifecycle, it’s their sophisticated partnership optimization strategy that powers them to achieve incrementality and prioritize revenue growth.

Cultivating and optimizing a private network

When it comes to finding and recruiting partners, quality supersedes quantity. With that in mind, it's critical that program revenue is not consolidated into a small cluster of partners to alleviate risk. In this case, the brand relies exclusively on outbound recruitment which is known as a private network—a program setup that requires partners to be invited to a campaign that is not visible from the partner discovery interface. Private networks ensure that partners in their program are mindfully selected and thoroughly vetted. Once partners are activated, the brand allocates their energy to fostering relationships with the right partners instead of consistently finding and recruiting new relationships.

With Partnerize, relying exclusively on outbound partner recruitment is referred to as a private affiliate program. While programs that are concealed from the partner recruitment engine can be mistakenly presumed as small, the brand has cultivated a partner base exceeding 50k affiliates. By eliminating the need to constantly review partner applications in favor of proactively finding right-fit partners to work with, the brand is able to focus on driving engagement, clicks and revenue growth.



Prioritizing customer lifetime value via sophisticated dynamic payment structures

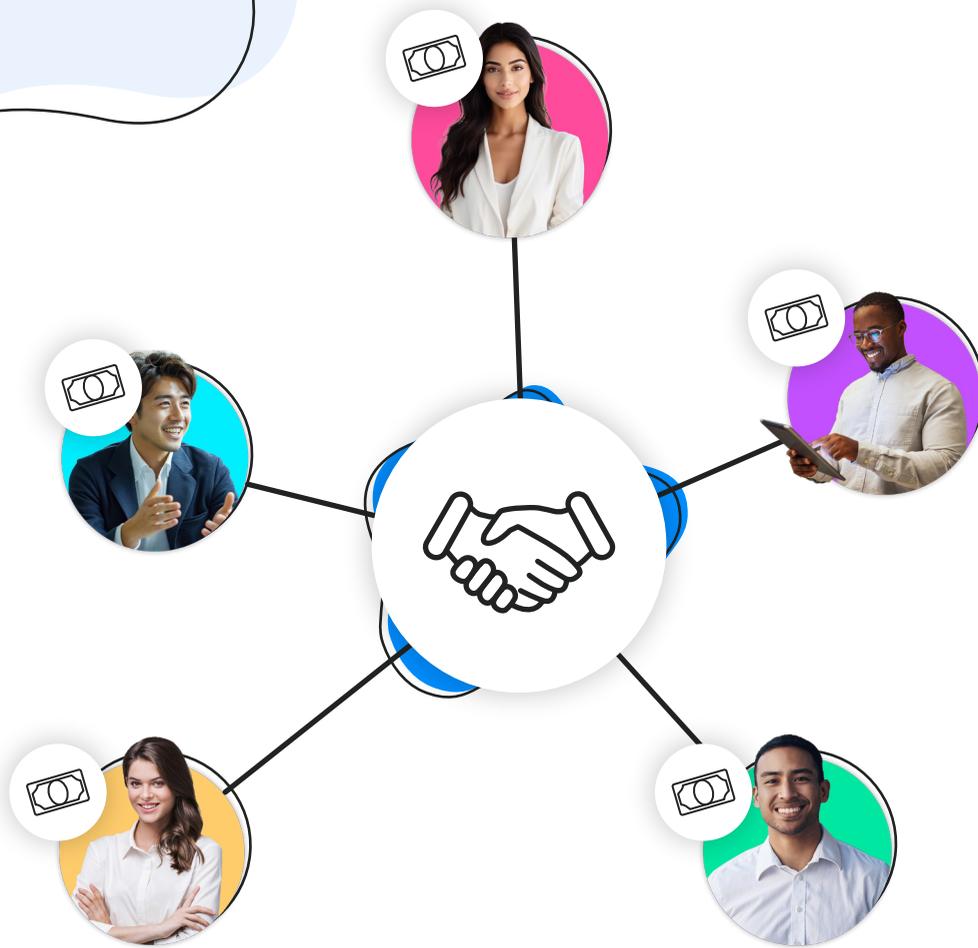
Advertisers need payment flexibility to optimize partnerships. Typically, dynamic commissioning is thought of in the context of a means for maintaining a strong return on ad spend (ROAS) by providing advertisers with necessary flexibility to reward partners equitably within the confines of their own budget.

Prioritizing return on ad spend as a key performance indicator (KPI) in the channel provides marketers with flexibility to offset the cost of their primary sales and marketing channels. However, focusing on ROAS is a short-term metric to evaluate the effectiveness of marketing dollars. When it comes to strategizing for long-term success, advertisers can use the same dynamic commissioning functionality that supports driving strong ROAS to reward lifetime customer value—a KPI that will pay dividends far greater than the initial value.

The image displays several overlapping screenshots of a dynamic commissioning interface. A central black circle with a white border contains the text **+1000% Commission rates** in blue and white, accompanied by a white icon of a dollar bill. The screenshots show various filter options and settings:

- Left screenshot:** Shows a list of conditions with 'Product name' and 'Profit margin' selected. The 'Profit margin' condition is highlighted in blue.
- Right screenshot:** Shows a list of conditions with 'Profit margin' selected. The 'Profit margin' condition is highlighted in blue. A bar chart icon is visible in the top right corner of this screenshot.
- Bottom-left screenshot:** Shows a list of conditions with 'Profit margin' selected. The 'Profit margin' condition is highlighted in blue.

In this case, the brand incentivizes partners to prioritize promotion of specific products, services and memberships in particular geographic regions with commission rates that are up to 1,000% of the cost of the item—evidence that the brand understands the value of new customer acquisition. Offering more aggressive rewards on products, services or subscriptions incentivizes partners to reach new audiences that increase their pool of prospective brand advocates and fuels long-term success.



Uncover partner-level insight for tactical execution of data-driven strategy

Advertisers leveraging real-time insights to inform their strategy are able to make data-based decisions for partnership optimization. While Partnerize reporting enables measurement of unlimited data points in easily-digestible reporting visuals, advertisers are in control of what data appears in their analytics with the ability to pass unlimited metrics through the platform for reporting and payment.

To optimize the platform's reporting and payment capabilities, the brand uses partner tokens—unique identifiers that enable them to track which products or services are purchased via individual links per partner. Partner tokens also enable optimization of sub-affiliate partners, tracking and rewarding individual sub-affiliates equitably. With this level of insight into products and services sold by partners, the brand is able to customize optimizations based on size of the partner as well as their niche audience.

Get in touch with our team to learn more about how Partnerize can support you in optimizing partnerships.