

5 Key tips to achieve marketing efficiency

Amidst the context of macroeconomic influences like inflation, interest rates and rising costs, Australian retailers are searching for ways to keep up with the increasingly conscious consumer, while driving marketing efficiency and positive returns for their business. To reach the holy status of marketing efficiency, it's important for marketers to constantly review their channel mix and strategies that are working to drive profitable growth and a healthy ROI. A great way to review the current mix is by observing the measures taken by notable brands that successfully drive efficiency across their marketing programs.

Here are five consistent measures Partnerize brands have implemented to drive marketing efficiency from the affiliate channel.



01 Regular hygiene checks

It's important to conduct regular audits of existing affiliate programs, especially with partnerships that may need re-negotiating. Retailers need to review their partners critically to assess if their mix is still delivering results that match the current business objectives. An example of this can be using automation tools to monitor fraudulent transactions as part of the online sale monitoring process. (Pro tip: Using monitoring tools like [BrandVerity](#) can help brands, agencies, and networks to optimize their marketing spend, enforce partnership agreements and search engine rules, and mitigate their compliance risk.) Hygiene checks like these can ensure that retailers can increase valuable transactions with loyal customers and screen-out the unprofitable ones.



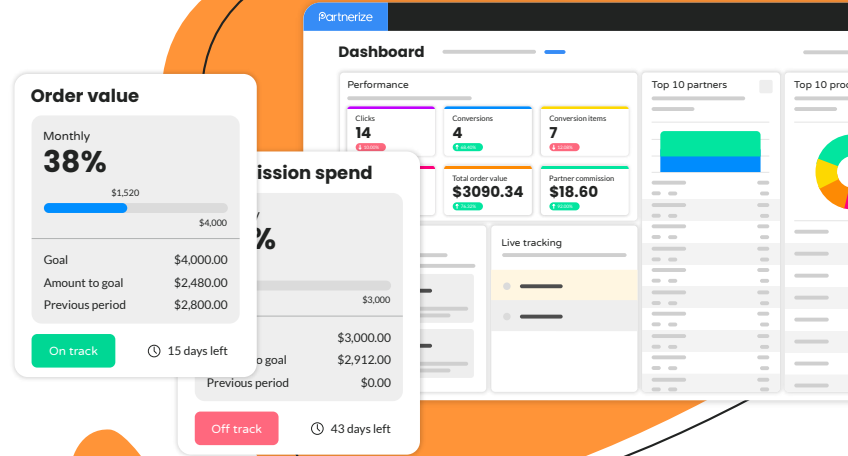
02 Go back to basics

As an agile business, the strategies that worked previously might not work anymore in bringing results in current marketing strategies. That's why it's crucial to go back to the drawing board and evaluate what needs to be changed. For example, changing commissioning strategies based on business goals, e.g. commissioning partners differently based on new customers versus existing customers, or diversifying the current partner mix to include a greater variety of partner types that address different funnel stages.



03 Adopt a full-funnel approach

Undoubtedly partners that drive bottom-funnel results often get prioritized as results and attribution can be easily identified but upper-funnel partners are equally important. A full-funnel marketing strategy can drive significant value to gain new customers and retain the existing ones. Rather than reserving a significant portion of marketing spend for the lower funnel, brands are moving toward a full-funnel marketing approach, incorporating content partners and publishers that build awareness and brand obsession, as well as performance marketing.



04 Focus on retail media

Retail media is one of the fastest-growing media sectors, allowing brands to reach more customers through third-party retailer advertising. By utilizing retail media, retailers can reach relevant customers to increase their visibility, foster genuine connections, and build loyalty. It can benefit advertisers in the face of economic challenges to be more conscious of what return on ad spend their investment generates. Retail media's ability to provide better insights into behavioral patterns allows brands to increase their marketing effectiveness and drive a better full-funnel performance approach.



05 Leveraging performance tools

For brands using affiliate marketing, they must maximize their marketing dollars by garnering actionable insights from the campaigns promoted via their partner program. As there are multiple touch points in a buying journey, performance tools like those found on the Partnerize platform can facilitate a clear understanding of the partners' contributions and allow them to commission and report on them accordingly.



Access Partnerize's Resource Center to learn more about optimization tactics and the next steps to make the most of each spend allocation tool.

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