Partnerize

Last click 👆

— vs —

SPEND ALLOCATION

Leveraging path-to-purchase visibility for

data-driven decisioning

💡 **Insights.**

Monthly
38%

$1,520 $4,000.00
                          $2,480
                          $2

Goal
Amount to goal
Previous period

On track
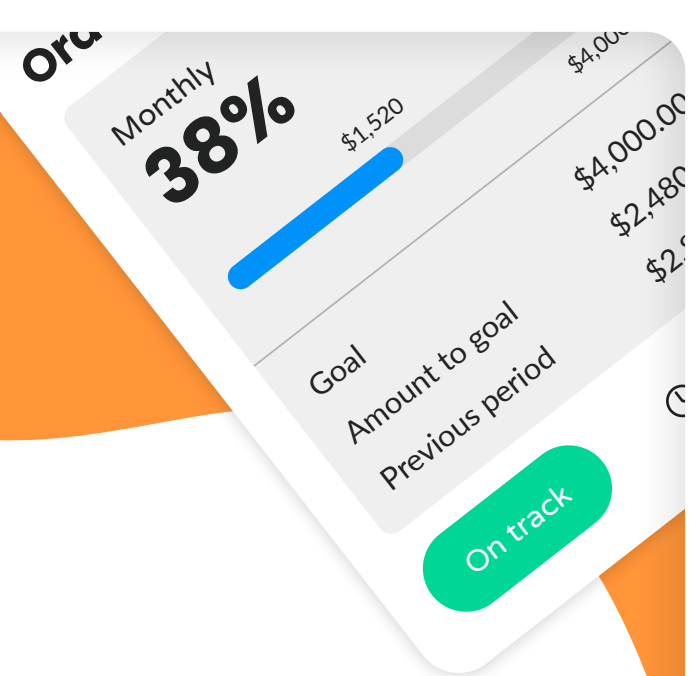
The U.S. affiliate and partnership marketing industry
is projected to surge to nearly **$12B in spend** in the coming
year—growth that speaks to advertisers' increased confidence in the
channel's effectiveness. As favorability toward partnership
marketing continues to surge with double-digit annual growth
forecast for the next two years, a growing number of both
traditional and non-traditional partners are becoming active in the
channel to monetize the sharing of their favorite brands and
products with audiences. The increase in channel newcomers has
sparked conversation around equitable rewards and commission
attribution, with many partners unclear on the logic behind why
they may (or may not) have been paid out for the referral of a sale
they presumably influenced.
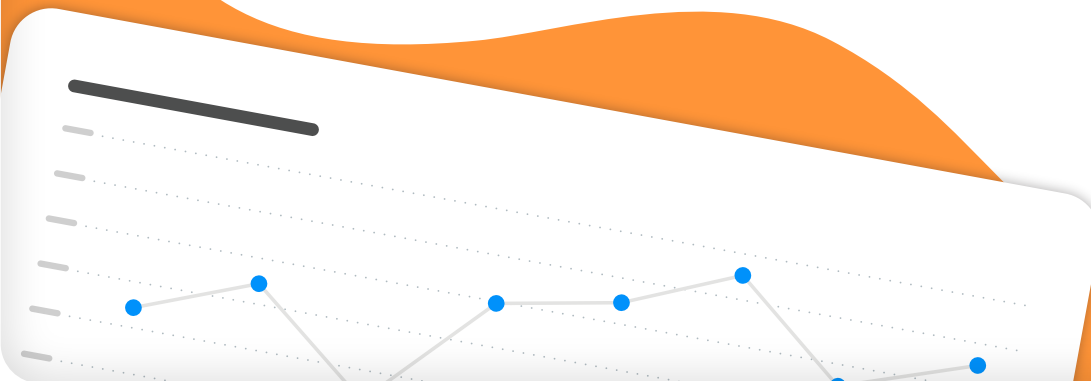
Overview:

Earning and attributing commission in the partnerships channel.

last click

soft cookies

spend allocation tools

Traditionally, affiliate and partnership marketing has been a **last-click model**, meaning that the final partner in the path to purchase garners the rewards triggered by the conversion. Despite advances in attribution and commissioning methodologies that enable sophisticated tracking and reward functionality, **the channel is still dominated by the last-click model with 84% of advertisers relying exclusively on last-click payment models according to the IAB.** Here is an example of how it works:
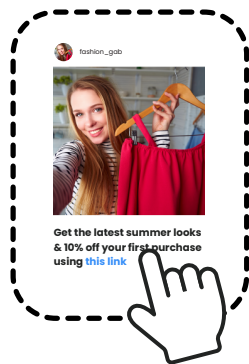
Step 1

A consumer clicks on a partner link for a product that they're promoting, and the consumer is directed to the brand's site to shop.

fashionbrand

Partnerize

Order confirmed

Thank you for placing and order with us.

Step 2

Because the brand is using an affiliate or partnership marketing provider like Partnerize, tracking tags are appended to the partner's product link which provides the brand with insight into performance of their content–including sales.

Congratulations!
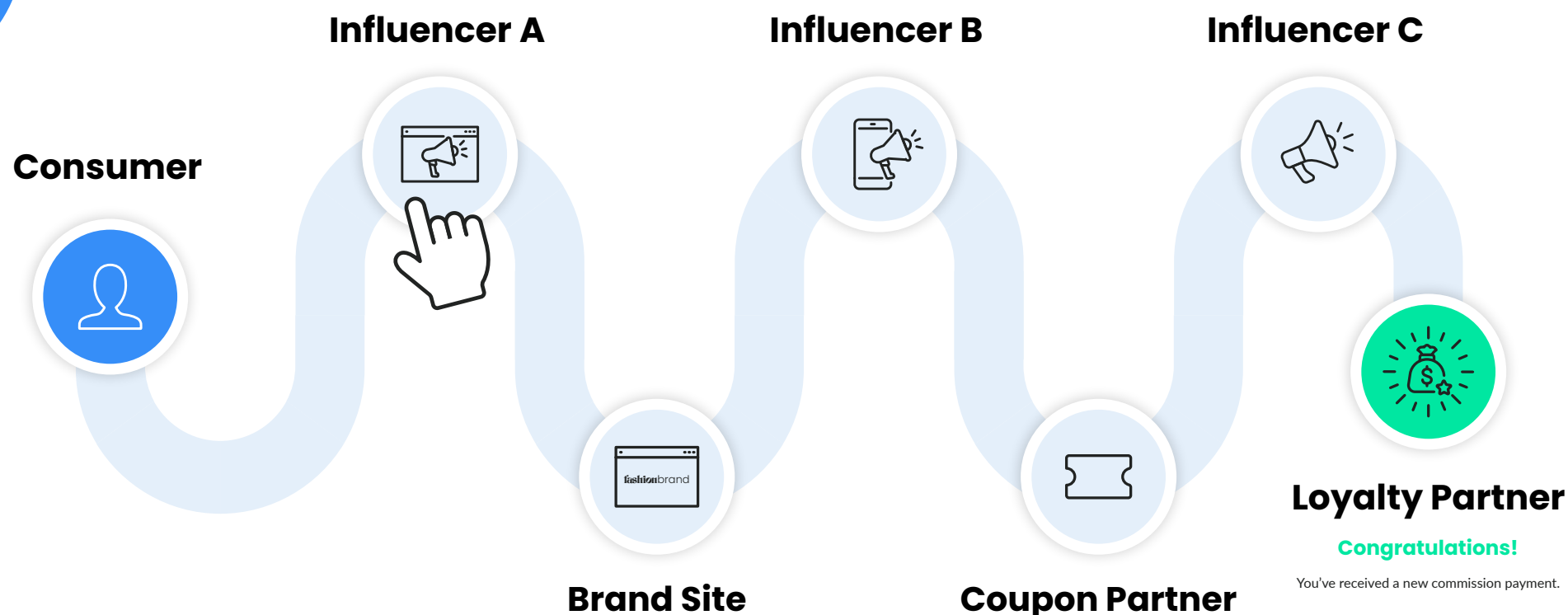
You've received a new commission payment.

Step 3

The consumer ultimately completes their purchase, and the partner is rewarded a commission for referring the transaction.

In this example the consumer began and completed their buyer journey with the same partner. However, it is possible that a consumer may interact with **multiple partners in the path to purchase**. Advertisers that employ the **last-click payment model** would credit only the final partner in the click path for the value they provided to the outcome. Here's an example of multiple partners in the affiliate path to purchase:

Consumer

Influencer A

Influencer B

Influencer C

Brand Site

Coupon Partner

Loyalty Partner

Congratulations!

You've received a new commission payment.

Step 1

A consumer clicks on a link shared by an influencer and is directed to the brand's site. If a purchase occurs, the influencer earns commission. If the consumer navigates to another affiliate link, commission is transferred to the next partner in the path.

Step 2

The consumer adds a product to their cart and navigates to a coupon site seeking a discount, clicking on a promotional code and transferring credit to the coupon partner.

Step 3

Back at their cart, the consumer activates cash back via a loyalty partner toolbar extension before completing their purchase, rewarding credit for the sale to the loyalty partner.
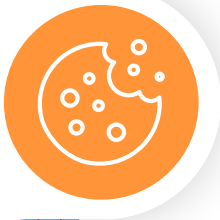
Additionally, some partnership platforms support **soft cookies** which ensure that earlier referring partners retain priority when attributing commission. With a soft cookie in play, last-click logic will not apply and partners on soft cookies will be rewarded exclusively when they are the only partner in the path to purchase. Check out these examples of revenue attribution when a soft cookie is in play:

Loyalty Partner

Cashback activated via browser extension

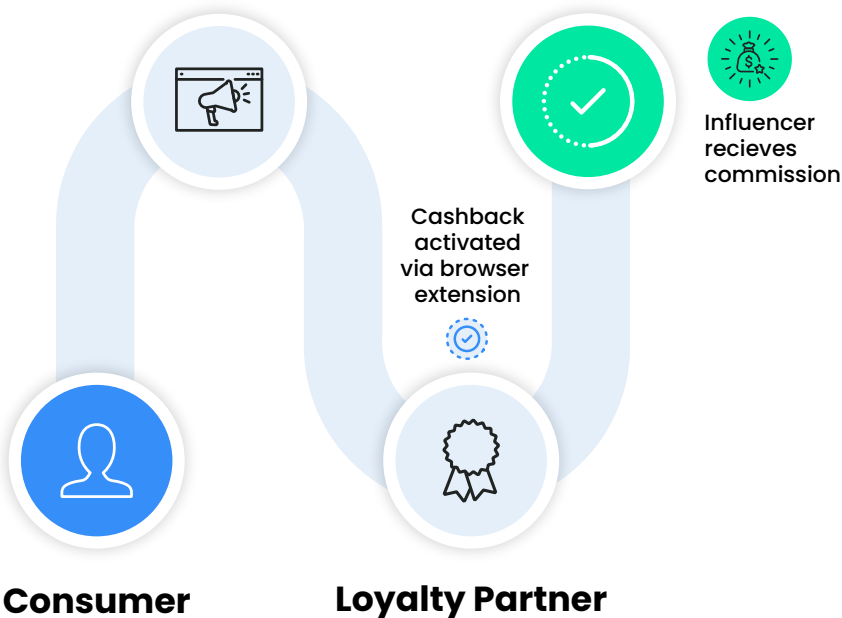loyalty partner recieves commission

Consumer
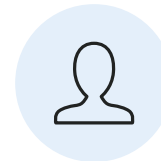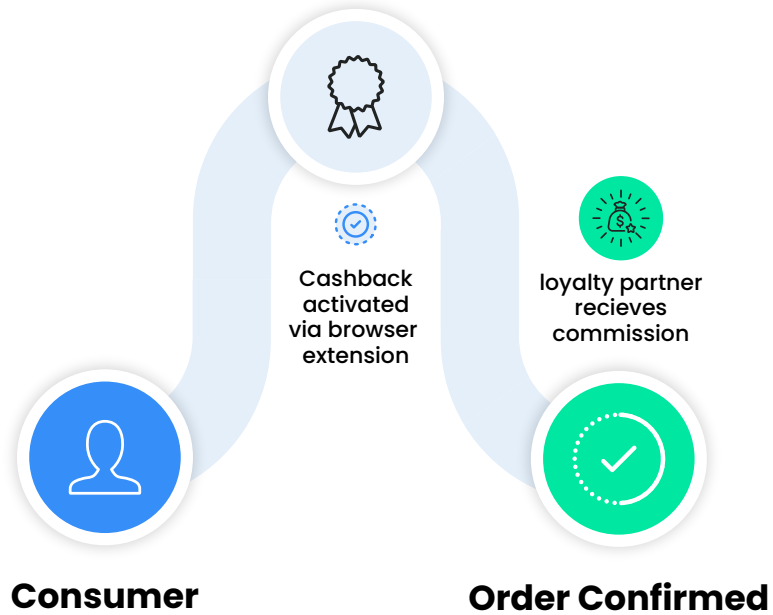
Order Confirmed

Soft cookie with a single partner in the path to purchase

In this example, the loyalty partner is the only touchpoint in the path to purchase. Therefore, they earn commission for the conversion.

Influencer

Order Confirmed

Influencer recieves commission

Cashback activated via browser extension

Consumer

Loyalty Partner

Soft cookie with multiple partners in the path to purchase

In this example, because the soft cookie is activated, the influencer receives the commission even though the loyalty partner was the last click in the buyer journey.

In addition to supporting tracking of last-click payment models, Partnerize gives advertisers necessary payment flexibility with our suite of **spend allocation tools** that enable evolution beyond last-click payment models:

Preferred partner

Designate a single partner within your program as "preferred" and they'll be credited for every conversion they contribute to, regardless of where they appear in the partnership channel click stream.

Exclusive code

Offer individual partners a unique promotional code that rewards them for each redemption–no click required.

Split commissioning

Divide commission across several partners in the path to purchase, equitably rewarding multiple touchpoints based on the value they provide. Commission can be split across the initiator, contributor and converter.
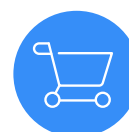
Suppressed code

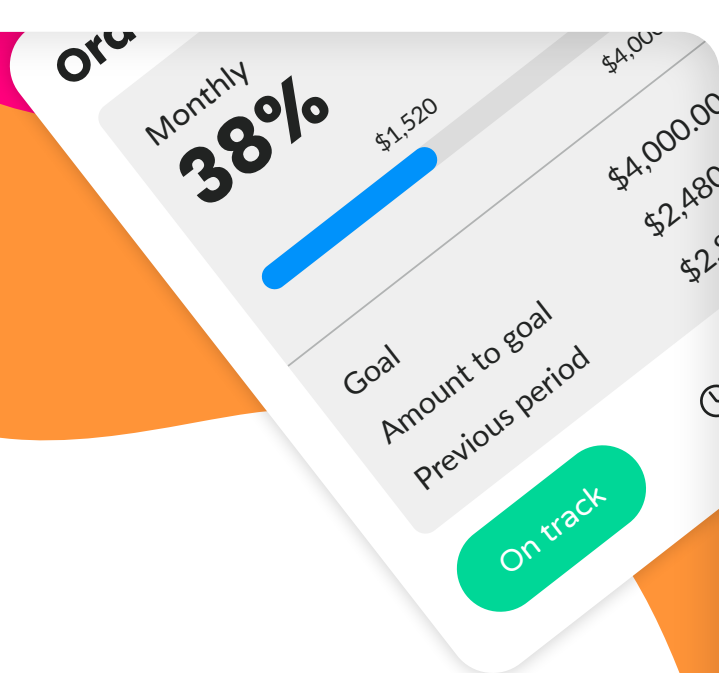Eliminate payouts on designated codes not intended for partnership channel promotion.

First click

Incent introducers to promote your brand by rewarding their top-of-funnel touchpoint.

In-cart

Shift commission to partners that strongly influence a transaction by crediting the last partner in the clickstream prior to a customizable time threshold.

Whether they are using **last-click, soft cookie** or **spend allocation tools,** Partnerize empowers advertisers to determine their desired commissioning and attribution models by way of the platform's comprehensive set of technology capabilities for each individual partner. By ensuring that advertisers have the sophisticated tools necessary to attribute and compensate equitably, **Partnerize puts advertisers in the driver's seat** when it comes to developing and deploying their commissioning preferences at the individual partner level.

Conversions

$206K Order value

$5.1K Commission

9.4K Clicks

?
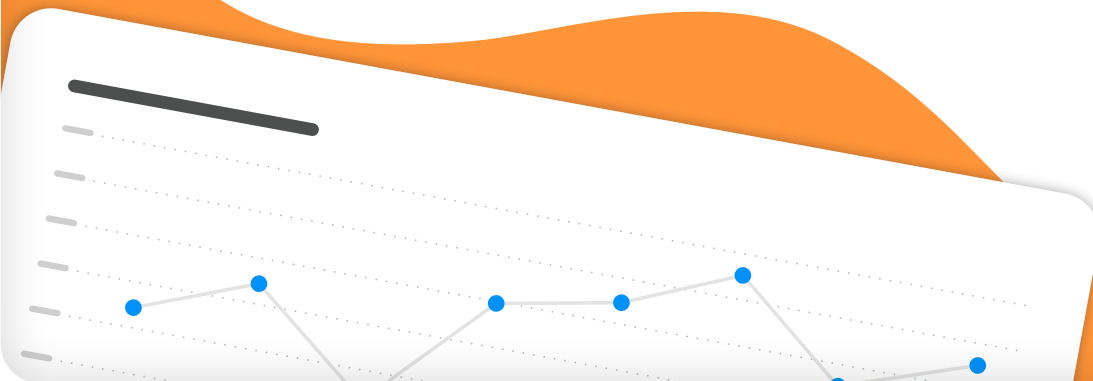
How to determine partner commission and attribution structures.

Invite to campaign

METACY

Outor
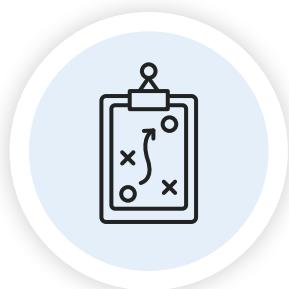
ZAZZ

Advertisers that develop data-based strategies **need insight into the partnership path to purchase** to guide their decisioning. Because valuable touchpoints occur throughout the path to purchase, click path transparency is critical to determining the ideal commissioning and attribution models so that advertisers can:

Influence strategy with transparency into conversion-level and partner-specific performance as well as partner program rankings and trends that make identifying under-performers requiring optimization simple.

Streamline spend allocation with insight into partner-level return on ad spend as well as the initiator, influencer, and converter of conversions for simplified split commissioning.

Compare performance for individual partners vs your overall program performance to quickly uncover optimization opportunities.

# Insights: Path to purchase visibility for data-driven decisioning

With Partnerize, visibility into the path to purchase is easily accessible via **Insights**, real-time click path transparency via the platform's analytics and attribution suite that allows advertisers to:
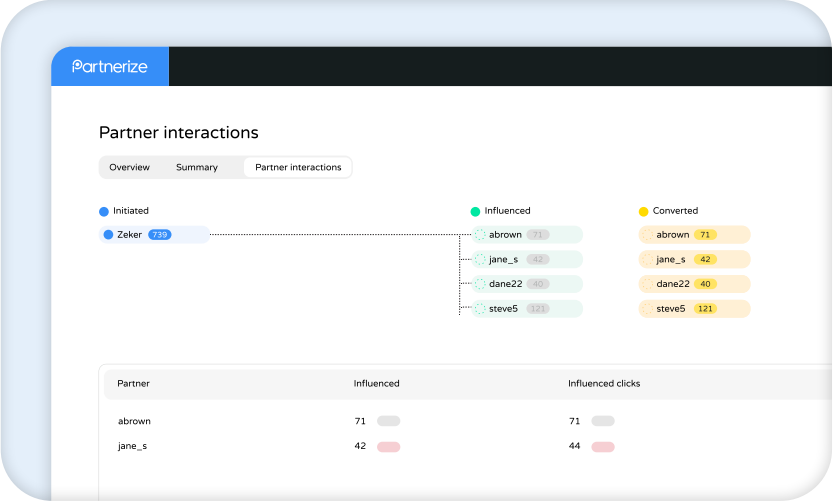
Gain visibility into the path to purchase with partner-specific insights revealing the introducer, influencer, and closer for each transaction. Quickly and easily identify partner trends across the path to purchase with interactive visuals that support easy evaluation of granular program data.
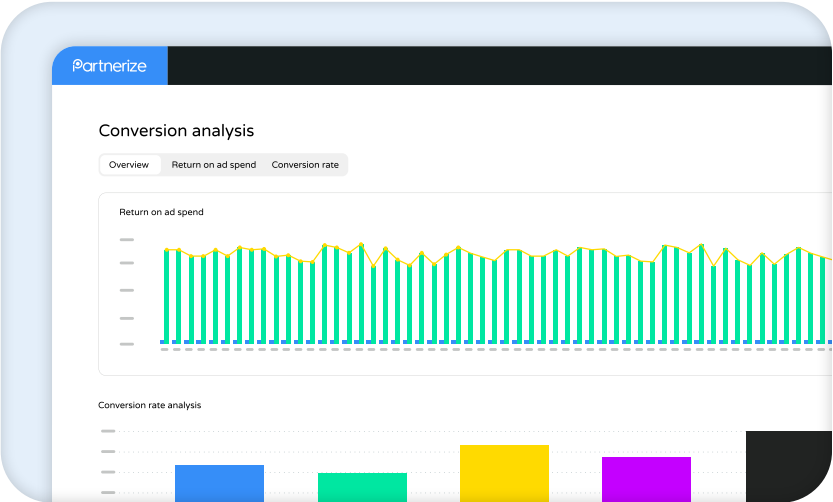
Evaluate individual partnerships with a customizable league table that displays performance rankings for your top 250 partners including clicks, conversions, order value, and basket size with precision filtering that allows you to quickly identify top performing partners and products.
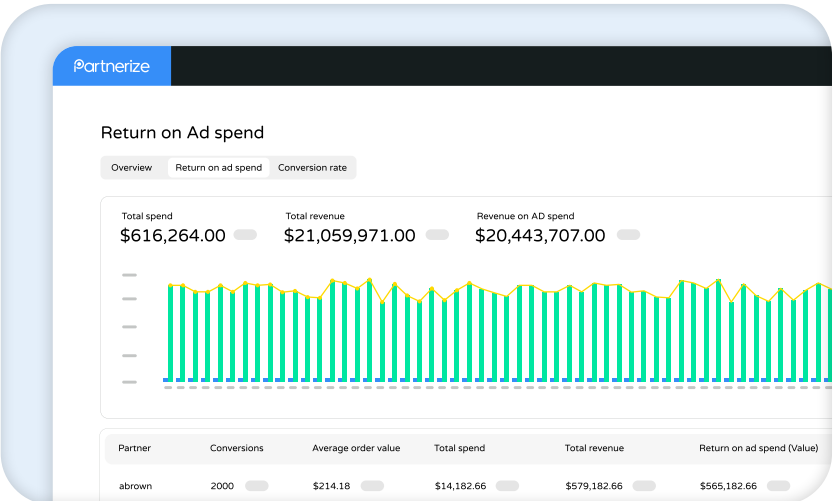
Compare partner and overall program data with on-demand insight into return on ad spend and conversion rates via visual representation of your spend and revenue as well as partner-to-program conversion rate comparison.

Accessible directly in the platform's reporting and attribution suite, Insights serves up the path-to-purchase data advertisers need to effectively design and deploy their commissioning strategies. Derive actionable attribution and commissioning strategy from Insights with these examples:

Insights results	Goal	Partnerize tool tip
Partners that are initiators in the path to purchase are infrequently closers, or, attributed transactions.	Reward initiators for the value they provide.	Reward top-of-funnel touchpoints by implementing first-click, functionality that incents introducers to promote your brand by attributing the conversion to the first touchpoint in the path to purchase.
Influencers (or middle-of-the-buyer-journey touchpoints) in the path to purchase are infrequently driving conversions.	Ensure equitable compensation for each partner that played a role in the conversion.	Implement split commissioning which allows you to customize division of commission across initiators, contributors and converters.
Average order value from top converters is lower than business goal.	Increase average order value for top performing partners.	Implement a dynamic commissioning revenue threshold that rewards this segment of partners a higher payout for increased basket size.
A partner is frequently in the path to purchase as an initiator or an influencer on a last-click model.	Optimize partners that are frequently present in the path to purchase but are infrequently closers, or, rewarded for the value they provide.	Provide partners with strong engagement rates with preferred partner status so that they are rewarded for their presence in the buyer journey regardless of whether they were last-click.
The partner league table surfaced partners that are underperforming compared to their results during the same period last year.	Incent partners to regain performance momentum they had during this time last year.	Create exclusive codes for one of more partners to ensure they are rewarded when the code is redeemed.
Return on ad spend for a specific product or category is lower than campaign average.	Increase return on ad spend for a specific product or category to align with or surpass campaign average.	Implement a dynamic commissioning structure that customizes payouts to a specific product or category vs. a generic commission rate to control return on ad spend.

Key takeaways.

Commissioning and attribution rules are not one-size-fits-all.
When determining your program's attribution model, ensure that your considerations are at the individual partner level instead of blanket reward strategies–commissioning and attribution capabilities made easy by Partnerize.

Evolve beyond last click. While partnerships have historically relied on last-click payment models, sophisticated tracking and reward models enable advertisers to assign value to touchpoints across the path to purchase and reward partners equitably for the value provided, incenting partners to drive to your broader business goals.

Talk with your provider about default attribution and commissioning settings. Ask your provider if they are auto-implementing commissioning and attribution tools for your partners to ensure that you are in-the-know for how your partners are being rewarded and in control of your program's outcomes.

Let data guide your decisioning. Ensure that your commissioning and attribution strategy is data-based and measure click path results frequently to course correct, drive incrementality and prioritize revenue growth within the channel.

Learn more about how Partnerize supports advertisers in developing a data-based strategy by getting in touch.