

Partnerize x BrandSwap: Easily unlock a brand-to-brand revenue stream

Diversify your partnerships with
complementary brands via BrandSwap



Affiliate marketing spend is expected to approach **\$12B** in 2025—a 12% increase and a reflection of advertisers doubling down in the face of rising inflation, intensifying competition, and more selective consumers. And to make the most of this investment, brands must explore new revenue streams that connect them with high-intent audiences such as diversifying their partnerships to include other brands.

Partnerize advertisers can now easily incorporate other brands into their partner program via BrandSwap, a tech platform that streamlines implementation and optimization of brand-to-brand partnerships. With the Partnerize x BrandSwap integrated partnership, advertisers can:



Unlock new revenue streams

with a turnkey solution that creates best-match partnerships with relevant brand partners interested in acquiring new customers.



Reach relevant audiences

on their path to purchase through targeted messaging opportunities that are native to your onsite experience based on products bought, categories browsed, location, and more.



Expand reach

by rewarding consumers with relevant offers from leading advertisers through non-traditional partnerships, including global opportunities via Partnerize brands as well as BrandSwap brands.

BrandSwap enables advertisers to play one of two roles in each brand partnership:

- **Brand Host** which displays the ads to their audience
- **Advertiser** which provides promotions to the Brand Host for display

While the opportunity to be an Advertiser is available to all Partnerize brands, Brand Hosts must integrate with BrandSwap via the Partnerize Tag.

Getting started is easy!

1 Implement the Partnerize Tag. If you're interested in becoming a Brand Host, ensure that you are leveraging the Partnerize Tag. To implement the Partnerize Tag, follow these [simple steps](#). Or, skip to step 2 for BrandSwap's Advertiser role.

2 **Step two:** Coordinate a discovery session with BrandSwap by contacting partnerize@brandswap.com. Or, learn more about the opportunity on [Knowledge Base](#).