

Partnerize quick guide: Tyviso

Unlock Premium Audiences & Ignite Growth with Custom-Fit Brand Partnerships



In today's crowded digital landscape, where consumers face an estimated **10,000** daily ad exposures, capturing attention and driving meaningful engagement is paramount. Savvy advertisers recognize the need to move beyond disruptive tactics and embrace strategies that resonate with evolving consumer preferences. **Three-quarters** of consumers favor ads that enhance their viewing experience, demanding a shift towards more integrated and relevant promotional approaches.

Partnerize empowers brands to seize this opportunity, connecting with high-value audiences within a performance-driven ecosystem. Through our latest addition to our integrated partner ecosystem, Tyviso, advertisers can unlock a powerful new avenue for growth: custom-fit brand partnerships. Tyviso's innovative solution seamlessly integrates customer gifting, rewards, and loyalty programs to amplify affiliate success.

The Partnerize x Tyviso integration enables you to:



Cultivate premium partnerships.

Diversify your affiliate program by strategically onboarding complementary brands, creating native ad experiences that align with your business objectives, and unlock a valuable new revenue stream.

Bonus: The Partnerize Tag makes implementation turnkey.



Elevate the customer journey.

Replace traditional discounting with targeted promotions from like-minded brands at the crucial checkout stage. This not only increases conversion rates but also drives a significant lift in average order value (AOV), with an average boost of 10%.



Deepen customer loyalty.

Enhance perceived value and cultivate lasting relationships by offering customers exclusive rewards and discounts from partner brands.

Tyviso enables advertisers to play one of two roles in a brand-to-brand partnership:

- **Host.** Seamlessly integrate promotional content from carefully selected partner brands into your checkout flow, boosting conversions and earning commissions.
- **Advertiser.** Expand your reach and engage target audiences by sharing your promotional offers through the checkout experiences or loyalty programmes of complementary brands.

The Partnerize Tag is requisite exclusively for brands in the Host role.

Getting started is easy!

1

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

2

Coordinate a discovery session with Tyviso by contacting sales@tyviso.com. Or, learn more about the opportunity on [Knowledge Base](#).