



Breaking through in Japan:

How affiliate supports Japanese expansion for Partnerize clients

For global brands, Japan represents a compelling opportunity: a well-developed, highly sophisticated market that calls for a tailored, data-informed strategy. Affiliate marketing has emerged as a powerful tool for building trust, increasing revenue, and maximizing performance in this unique landscape. With localized expertise, deep insights, and a broad partner network, Partnerize has helped global brands achieve meaningful results in Japan.

The set-up

Each brand had distinct goals for their affiliate efforts in Japan:

Two global brands in travel and one global health and wellness brand, aimed to grow affiliate driven revenue through localized strategies.

Two global fashion brands focused on acquiring new customers by diversifying partnerships and reaching broader audience segments.

One global software brand set out to raise awareness of its affiliate program in Japan and expand partner recruitment.

The treatment

Partnerize worked closely with each brand, providing a dedicated Japanese Customer Success Manager and Services Lead to tailor strategies based on individual objectives.

For the two global travel and one health and wellness brand, they:

- Developed culturally and seasonally relevant campaign plans.
- Introduced incentives for high-performing partners, including content-based partners and subnetworks.
- Recruited emerging affiliate types such as Buy Now, Pay Later (BNPL) platforms and Card-Linked Offer providers.

For the two global fashion brands, they:

- Expanded awareness and customer reach by partnering with exclusive membership platforms, employee perks programs, and student benefit channels.
- Collaborated with Japanese subnetworks to amplify visibility through local publisher networks.

For the global software brand, they:

- Hosted a webinar introducing their affiliate program, covering the basics of affiliate marketing and the Partnerize platform.
- Featured a dedicated affiliate program booth at their flagship Japan Summit to boost awareness.
- Created custom sign-up pathways to streamline partner recruitment and drive program engagement.

The results

With localized strategies and strong in-market support from Partnerize, these brands saw impressive early-stage success in Japan:

The health and wellness brand saw a +133% increase in revenue growth in H2 2024 after implementing tiered commissioning for both new and existing customers.

The two travel brands experienced a strong uplift in affiliate performance during seasonal campaigns, including fare sales and holiday booking promotions, culminating in +357% WoW increase in clicks, and a +398% WoW increase in conversion.

One fashion brand boosted brand presence and exposure by partnering with one of Japan’s largest affiliate subnetworks.

The software brand’s webinar and summit presence received overwhelmingly positive feedback - 90% of attendees were unaware of the brand’s affiliate program and were impressed by the competitive CPA offer.

The software brand also saw a notable month-over-month increase in partner acquisition after launching tailored sign-ups and a streamlined, vetted approval process.



For more information on how you can get more from your partnerships, contact our team at partnerize.com/contact.