



Partnerize

School's in session:

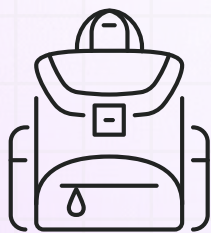
# **Learn how to deploy an effective back-to-school strategy**

Make the most of your partnerships by  
catering strategy to each partner type.



With the National Retail Federation (NRF) estimating [\\$128.2 billion in spending for the 2025 back-to-school season](#), it's critical that marketers take action to earn their share of the record-breaking spend. Additionally, the NRF indicates that two-thirds of consumers will have already started their back-to-school shopping by early July—ahead-of-schedule shopping driven by desire to get ahead of potential price increases, secure the best deals and maximize key shopping events like Prime Day.

To capture the attention of back-to-school shoppers while remaining competitive, advertisers must have a well-defined marketing strategy that allows them to reach and convert their target audiences—meaningful engagement that can be easily achieved through a partner-specific optimization strategy. Cater your strategy to partner types with these tips and tricks that will help you to maximize this back-to-school shopping season.



**Let's take a look at the different partner types and our optimization recommendations.**





# Buy Now, Pay Later

## Key benefit

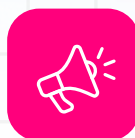
Providing a no-to-low interest alternative to credit cards, buy now pay later (BNPL) partners give consumers purchasing power, spreading payments over time and protecting their credit score.

## Optimization recommendations:



### Allocate budget for paid placements.

Ensure that you catch the eyes of your target audience on BNPL sites by allocating marketing dollars toward media opportunities—feature opportunities that will alert both new and existing customers to your presence on the BNPL site.



### Promote this payment option.

If your products carry a larger ticket price, let your audience know that they can purchase these items via BNPL partners. With the ability to stretch larger payments over time interest-free, consumers will have reduced hesitation when it comes to completing their purchase.



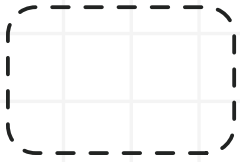
### Communicate with the partner.

BNPL partners take a targeted approach to messaging their consumers, ensuring that the most relevant message reaches prospective buyers for the best possible experience. Communicate your goals and target audience to ensure that you are featured where your customers are most likely to be browsing.



## Partnerize technology tip

As an emerging partner type, many advertisers have yet to find and recruit BNPL partners into their program. Discover, the Partnerize platform's recruitment and activation engine, makes finding and activating BNPL partners easy by sorting results by Partner Type>Buy Now, Pay Later.



# Coupon and Voucher

## Key benefit

Typically targeting savvy shoppers with promotions and discounts, coupon/voucher partners are focused on providing discounts and incentives for their customers.

## Optimization recommendations:



### Launch a promotion.

Develop a marketing calendar that supplies partners with a deal or discount to promote to their audience. While a sitewide discount typically performs the best, brands that aren't able to support such can offer free shipping, buy more, save more, free gift with purchase or category-specific discounts.



### Create a back-to-school section.

For brands that are less promotional but desire to optimize coupon/voucher partners, create a back to school landing page on your site featuring must-have products for the season—a strategy that draws the attention of back-to-school shoppers without offering a discount.



### Drive to products on sale.

Message already-discounted products by generating creative content in the form of links or banners to promote sale products for back to school—promotional messaging that will ensure you are featured where your competitors are without offering a seasonal deal.



## Partnerize technology tip

If you're able to offer a deep discount sitewide, on a specific category or an individual product, consider offering an Exclusive Code to a single partner—functionality that enables only the partner assigned to the offer to be rewarded commission for referred transactions.



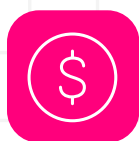


# Content

## Key benefit

Ranging from large, media-style sites to individual creators, content partners focus on providing quality content to their audience, typically around niche topics of interest.

## Optimization recommendations:



### Set a new customer commission rate.

Incent partners to drive new customers by setting up an increased commission structure for first-time buyers.



### Deploy a newsletter highlighting best sellers or new inventory.

Generate a newsletter to share the latest collections or products with partners, providing them insight into pricing and seasonal inventory available exclusively from your brand.



### Create a back-to-school lookbook.

Share styled outfits or seasonally relevant imagery of your products in a shoppable lookbook or on a featured landing page. By providing this link to content partners, they have the material they need to inspire and incent their consumer base to transact.



## Partnerize technology tip

Partnerize's dynamic commissioning capabilities enable brands to create sophisticated reward structures based on transaction attributes including custom rates for new vs. existing customers. Deploying an increased new customer commission rate to your partners incentivizes them to promote your brand in featured placement, increasing conversion propensity for first-time buyers.



# Comparison and Review



## Key benefit

Helping consumers to make smarter shopping choices, comparison and review partners provide customers with a variety of pricing, styles and/or reviews when they're searching for products or services. Comparison/review partners also rely heavily on feeds to provide their audience with the most up-to-date content. Therefore, making the most of this partner type requires a focus on feed health.

## Optimization recommendations:



### Remove outdated creative.

Deactivate expired links, images and banners that are still live for your partners to ensure that back-to-school offers and messaging rise to the top for easy access.



### Keep creative messaging short.

Add creative content that gets straight to the point, such as "Check out our back to school sale". Simple naming conventions are easily matched to partner feed requirements.



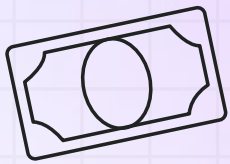
### Add end dates to school-specific creative.

By setting start and end dates, feeds automate the promotion and removal of creative content based on the brands' desired dates for maximum relevance—a practice that draws attention to seasonally relevant promotional messaging.



## Partnerize technology tip

If your campaign doesn't currently include a product feed, be sure to add it to your program! If you already use a product feed, ensure that it's not producing any errors within the platform, and resolve any issues as soon as possible to keep the most up-to-date inventory data available to your key partners.

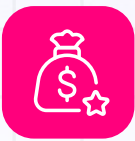


# Cashback and Loyalty

## Key benefit

Cashback/loyalty partners foster relationships with loyal customer bases by delivering rewards to their consumers in the form of a percentage of their purchase being returned as cash back or points.

## Optimization recommendations:



### Participate in cash-back events.

Many cashback and loyalty partners offer seasonal events that provide consumers with larger amounts of higher cash back or points. Reach out to these partners to inquire about participation to ensure that you get the most eyes possible on your promotional messaging.



### Negotiate commission share.

Connect with rewards partners to negotiate a cash back or points share with their consumers. For example, inquire about sharing the full amount or a temporary commission increase with consumers vs. adhering to the typical split—an incentive that will create a sense of urgency to transact for loyalty consumers!



### Remain competitive.

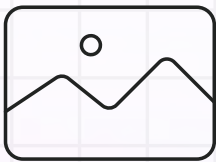
Audit cash back and loyalty sites to ensure that your reward rates are in line with your competitors. When it comes to consumers seeking cash back, the rewards they receive for transacting could make a difference in which brand they choose to buy from!



## Partnerize technology tip

Create a group of cashback and loyalty partners in the platform. Then, leverage dynamic commissioning structures to deploy an increased reward specifically to this group for a set period of time—an increased incentive that will motivate these partners to provide you with improved placements and also create a sense of urgency for consumers to transact! And, be sure to communicate the temporary increase with this group to ensure they are aware of the reward lift.





# Display and Media

## Key benefit

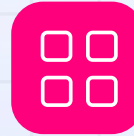
Display partners open up your products to their audience by adding display ads, banners, video, interactive and other visual content to websites to drive traffic to your content—content variation that captures the attention of consumers that are accustomed to sifting through traditional links.

## Optimization recommendations:



### Ensure that this category is well represented in your partner makeup.

Preparing your campaign for display/media partnerships requires adequate representation from them in your partner makeup to take advantage of your content. Diversify your partner makeup to include display/media partners by visiting Discover, Partnerize's recruitment and activation engine, on the top nav in the platform. From here, you can easily sort prospective partner results by partner type to surface and activate new display/media partners.



### Deliver a range of creative content types.

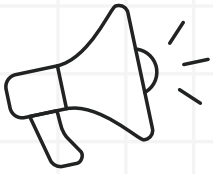
When adding creative content to your campaign, ensure that you are taking advantage of content types beyond traditional links to include imagery, too.



## Partnerize technology tip

Partners provide their contact information in partner profiles, available via the Partners tab on Partnerize's top nav. Reach out to display/media partners using the contact information provided in their partner profile to discuss preferred content types and unique opportunities. By creating a one-to-one connection, you'll foster your relationship with the partner and be top-of-mind for their next featured opportunity.





# Influencer

## Key benefit

Influencers generate niche content and deliver product reviews, styled posts and brand introductions to their highly-engaged audience. They can do this in many ways, from using products in a social media video to writing about a product or service in their blog.

## Optimization recommendations:



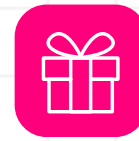
### Cross promotion.

When negotiating with influencers, consider cross promotion as a bargaining chip—a feature on your site or social media that would aid the influencer in growing their own audience and engagement.



### Coordinate features early!

Influencers dedicate significant time and energy to providing their audience with the content they crave—a commitment that typically necessitates post planning well in advance. Don't wait to get in touch with your targeted influencers for post scheduling during back to school season and beyond.



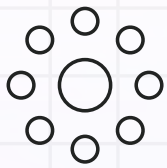
### Gift product.

Whether you're optimizing nano influencers or macro influencers, providing gifted product that you'd like them to promote aids them in creating their imagery and posts. Before sending a product, connect with the influencer to discuss their media rates, collaborate on which piece they're interested in promoting and which product or category would make the biggest splash with their audience.



## Partnerize technology tip

Depending on the size and reach of the influencer, flat fees that they demand for promotion and exposure may be out of your budget's reach. Communicate with the influencer directly to negotiate lower flat fees in exchange for any of the optimizations above paired with a significant commission increase for a predetermined duration—pay-for-outcome rewards that ensure the influencer is equitably rewarded for value provided. When negotiating, remember that unlike some larger, more generic partnerships, influencer relationships often develop into long-term working relationships where sharing your brand with their audience is akin to a recommendation from a friend. Collaborate accordingly, and enjoy a lasting partnership that enriches with time.



# Sub-Affiliate



## Key benefit

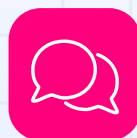
Maximize the number of affiliates that you are able to work with by launching a partnership with a single partner that represents a network of partnerships.

## Optimization recommendations:



### Discuss exposure with target audiences.

Working with a sub-affiliate partner does not guarantee that your brand will be promoted by all of the partner's sub-affiliates. Connect with the partner to ensure that you are exposed to the most relevant sub-affiliate groups within their network so that you are reaching the most relevant audience.



### Negotiate internal opportunities.

Sub-affiliates keep those joined to their sub-networks in the know about new brand partnerships through various mediums, for example, newsletters. Discuss opportunities to appear in these newsletters to ensure that you are optimizing the best-match sub-affiliates in the network.



### Share your goals with sub-affiliate partner contacts.

Reach out to sub-affiliate partners and let them know your campaign goals. By providing the partner with this transparency and opening lines of communication, you're able to find best-match sub-affiliates to work with within their network of partners.



## Partnerize technology tip

Partners can implement parameters on their partner channel links to provide insight into their impact on a conversion. By enabling richer visibility into sources of consumer engagement, brands and partners unlock respective benefits that allow for program optimizations and improved partnerships.

The Partnerize logo, featuring a stylized 'P' icon followed by the word 'Partnerize' in a sans-serif font.

Partnerize

Learn more about  
optimizing partnerships by  
getting in touch at  
[contact@partnerize.com](mailto:contact@partnerize.com).

