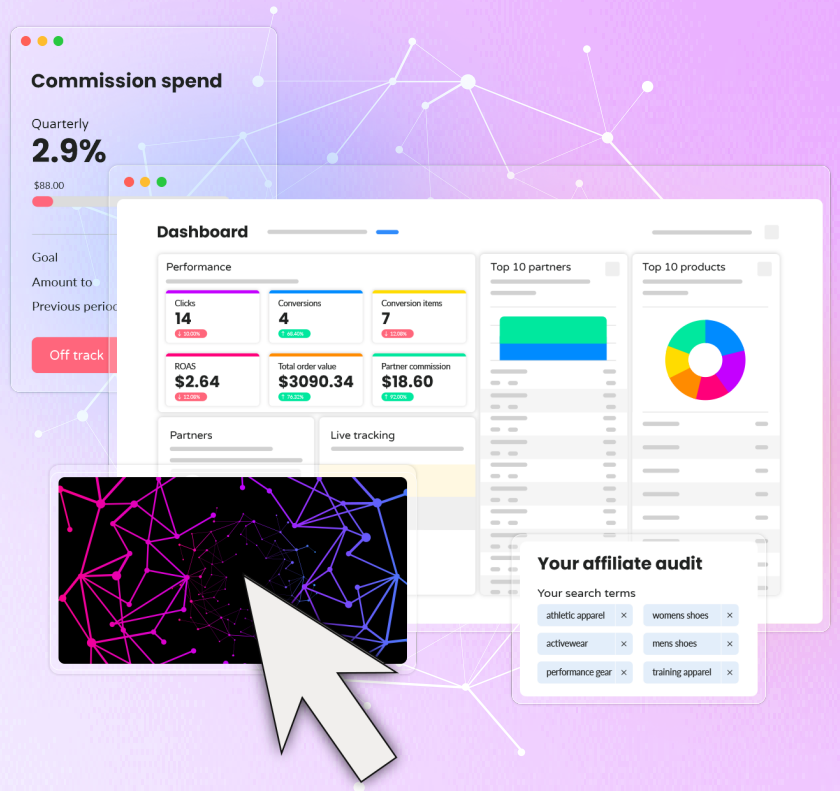




# Commission with precision:

Pass parameter-level data for tactical partner execution

Go beyond the click by passing partner-level meta parameters for placements and path-to-purchase events to reward high-value partner activity.



Performance transparency is no longer just about seeing data—it's about acting on it. Partnerize empowers you to move beyond flat payouts by commissioning on specific parameters passed through the path to purchase. Whether it's a premium homepage placement, a specific featured collection, or a high-value sub-affiliate click, you can now align your spend directly with the strategic value provided.

## Targeted commissioning capabilities

Pass partner-level meta parameters to shift from a one-size-fits-all commissioning strategy to a precision event model:



### Placement-Level Rewards.

Customize incentives for specific placements and features such as newsletters, gift guides, carousels, social posts and more.



### Custom Event Triggers.

Set unique commission rates for specific journey milestones or product categories passed via your tracking tags.



### Path-to-Purchase Clarity.

Gain a definitive view of which partner-driven touchpoints converted the user, ensuring your budget rewards true influence.



### Consumer Segment Incentives.

Deploy commissions based on consumer segments such as new vs. existing customers to incent first-time discovery while rewarding long-term brand loyalty.

## Enablement:

Action may be required by both brands and partners to implement the infrastructure necessary to provide deeper insight and commissioning capabilities. Get started by following the appropriate steps for your use case, or by reaching out to your support team. Follow the relevant step-by-step guides below to begin.



Advertisers



Partners



Learn more about using partner-level data in your strategy by getting in touch with your account team.