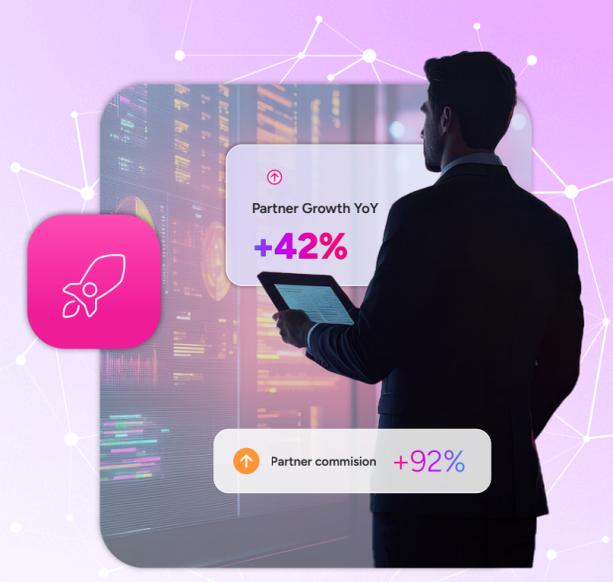


Optimize your partnership data for the AI era.



The surge in AI-driven search and conversational chat is fundamentally changing how consumers discover and engage with your brand. While partner content is surfacing your brand within AI summaries and influencing conversions, these valuable touchpoints aren't equitably rewarded or tracked in a clickless environment. By connecting this unseen exposure to actual conversions, you gain true ROI visibility and take control of revenue growth in a zero-click economy.

Enhance partner performance with influence metrics.



Prove influence and protect revenue : Leverage data to empower your partners by detecting where their content appears in AI Overviews, summaries, and chat responses.



Quantify the "HalolIndex™" : Use insights to incentivize partner commissions effectively by quantifying the magnitude of AI-era influence for each publisher, brand, and category.



Offer visibility into unseen exposure: Provide partners with verified, data-backed influence metrics that connect unseen exposure to actual conversions downstream in the Partnerize ecosystem.



Restore economic truth: This collaboration reinforces partner value and opens new monetization models rooted in real performance, ensuring brands and partners grow together with transparency.

Optimize reporting for strategic decisions.



See what clicks can't: Seamless reporting isn't just for internal validation; it empowers your decision-making by revealing the full picture of partnership performance.



Prioritize investments: With influence-based insights, you can optimize partner and content investment based on how they surface your brand in the machine-mediated market, not just clicks.



Neutral and transparent reporting: Access an attribution measurement solution that is verifiable, independent, and built to benefit both brands and partners.

Predict future success.



Data is a powerful predictive tool: Use your insights to future-proof your measurement as discovery becomes increasingly AI-driven.



Master behavioral intelligence: By leveraging behavioral intelligence that is the industry-first of its kind, you ensure continuous growth and stay ahead of market shifts.



Align for the next evolution: Ensure your strategy accounts for a future where both influence and clicks define value, allowing you to stay ahead of the competition.

Next Steps:

Are you quantifying the role your partners play in driving conversions that previously went uncredited due to zero-click searches?



Audit your data parameters: Ensure that the data parameters being passed align with your broader business goals so that you can capture and commission on performance data that fuels your KPIs.



Identify the influence gap: Implement innovative tracking solutions that give you the insight necessary to track and reward "unseen influence" of the zero-click economy including Gen AI overviews and LLM responses.



Maximize optimization: Evaluate which partners or partner types are driving value for your campaigns after incorporating zero-click influence into your data, and optimize accordingly.



Revamp commissioning: Revisit your commissioning strategy to ensure it reflects incentives that align with zero-click conversions.



Drive measurable revenue: Connect exposure from AI summaries and chat experiences to actual conversions to maintain true ROI visibility and motivate better partner results.

Not sure which data parameters matter most?

We've made it easy. Use this vertical-specific checklist to identify the high-impact data points that unlock smarter commissioning, deeper insights, and better results.

Retail	Travel	All verticals
SKU	Fare class	Quantity
Category	Room type	Price
Product	Destination	Country
Color	Loyalty member	Product category
Code redemption	Additional baggage	Day of the week
	Booking add-ons	Product type
		Location
		Currency
		Device type
		New vs Existing
		Partner type
		Voucher use
		Payment type
		Gift card promotion