Partnerize

Audit your approach to partnership data.

We all manage data. We see it every day. But those who use it to its fullest potential, are the ones who see success. If you're a publisher partner, data can help you accelerate your growth. The first step however, should always be to understand what your data looks like, both on yours and the advertisers side, and how you can make it work better for you. This Partnership Data checklist will help you audit the data you receive and pass back, discover areas for growth, and start the conversation with advertisers about ways to improve the data you use.

Are you aware of the data advertisers are sharing with you?

At Partnerize, meta-data is unique to each advertiser; however, there are trends based on vertical. For example, travel marketers often pass back data parameters such as length of stay, start and end destination, loyalty number etc. . If you are not receiving an item of data which you would like to optimize on, why not reach out to the advertiser and request this?

Do you optimize your data?

Are you using data, both advertiser's and your own, to learn more about your audience's shopping and purchasing habits? Taking this approach can help to optimize future promotions to ensure your revenues are maximized. For example, you might notice that for one of your retail partners, your commission yield is higher on higher value product categories. Can you start a conversation with the advertiser and look at ways to optimize towards these higher value options, including the possibility of increasing your commissions?

Are you utilizing the PubRef?

One of the benefits of working with Partnerize is that you get to use our bespoke 'Publisher Reference', or 'PubRef', parameter. This helps you understand how different parts of your website/app are performing and where your consumer traffic to advertisers is being driven from. For example, you can tag 'homepage' or 'eDM' placements to understand click through rate (CTR) and conversion rate (CVR). This can help you better price your tenancy placements and forecast future revenue for both internal and external stakeholders.

Are you feeling validated?

Do you have a clear view on when advertiser sales are validated and are due to be paid on a given month? At Partnerize, advertisers typically approve/reject sales every 30-60 days in line with their return periods. It's always best practice to ask an advertiser about the timelines they run on, and after validations are processed, when you can anticipate payment. Once you have this information, you can filter pending/approved sales in the platform and more accurately forecast what commission revenues will be paid in a given month. For smaller partner organizations, this timely revenue is very important for marketing reinvestment.

Can you easily report back internally?

We need data because it proves that we're driving results. As partners, we're always focused on achieving revenue and growth targets for advertisers, but if you can't demonstrate growth through data, then how do you improve performance? Take a look at your platform's offering for partners when it comes to reporting and analysis. Ensure you're getting what you need and can easily drill down into specific time periods, individual advertiser sales, custom reporting views etc. Ask yourself, can you easily download reports, set automated alerts for new reports every week and visually show your results to other internal stakeholders?

Is your data actually in real-time?

WOne of the strongest assets when it comes to managing your data, is analyzing and understanding it in real-time. Some platforms and networks can take up to two hours to pass back data and results to you. This isn't ideal. If you're running a flash sale for a specific time period, you want to be able to see those sales tracking as soon as they're happening, not two hours after that sale has finished. Another example is if you're utilizing the 'PubRef' feature mentioned earlier, real-time data pass-back means you can optimize as you go,especially if a particular placement or webpage is performing well, you can put more effort into it to drive even more sales

Data is something we all have access to, but the strongest partners are using that data to make their lives easier and to ultimately drive better results. If you'd like to learn more about evaluating your data and how you can better utilize it to grow revenue, reach out to the Partnerize Partner Support Team today at support@partnerize.com.

Want to know more?

partnerize.com

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