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navigate

28% INCREASE IN ONBOARDED PARTNERS SINCE JANUARY 2020

15% TOTAL PARTNER SALES FROM TARGETED AUDIENCES

NEW BRAND-PARTNERSHIPS ESTABLISHED, PROJECTING SIGNIFICANT GROWTH

PIZZA HUT DELIVERY AND NAVIGATE DIGITAL DRIVE GROWTH THROUGH PARTNERSHIPS DURING QUARANTINE

Performance During the Pandemic

The COVID-19 pandemic brought tremendous disruption to the retail and restaurant industries. For Pizza Hut, this meant the temporary closure of its dine-in outlets. However, given the nature of their business, its delivery arm was fortunate to continue trading during lockdowns. To counteract the business effects of restaurant closures, Pizza Hut Delivery needed to establish new ways to drive awareness of its delivery sector.

As they looked to identify effective methods to promote delivery, Pizza Hut and their agency, Navigate Digital, evaluated the strong growth potential of the partnerships channel. They recognised that partnership is highly scalable, provides a diversified revenue stream and its pay for-performance compensation model meant that they could field programs with minimal risk.

Adapted and Targeted approach

The newly enhanced, user-friendly Partnerize interface empowers clients to automate previously manual tasks and speed execution. This allowed Navigate Digital to quickly make changes and optimisations to programs, adapting creatives across multiple partners to align brand messaging for Pizza Hut Delivery during these unprecedented times. Partnerize's unique API-based platform equipped Navigate to pivot in response to unpredictable market changes in real-time, resulting in a 45% increase in partner website clicks (March-July 2020 versus March-July 2019).

The creation of closed-user groups in the platform further accelerated this growth. Pizza Hut Delivery sought to "give back" to emergency workers in the form of discounts, driving incremental sales and consumer value. Working with partners such as 'Blue Light Card' allowed Pizza Hut Delivery to thank key workers for their service while advancing brand perception and ultimately sales. During March and August 2020, the closed-user groups accounted for 15% of partner sales and Pizza Hut Delivery is now looking to create new closed-user groups with other audiences, such as students.



THANK YOU TO ALL THE NHS, EMERGENCY SERVICES, ARMED FORCES AND SOCIAL CARE WORKERS

Please enjoy 50% off our food*



*When you spend £20. Applies to pizzas, sides and cookie dough. Excludes drinks and desserts. Not valid with any other deal. Minimum spend applies for delivery. Offer only available through selected affiliate sites.

Beyond the Unprecedented Times

For Navigate Digital, Partnerize's exemplary levels of service from both Support and Customer Success Teams have helped drive speed to market and optimisation. Navigate has also increased partner onboarding by 28% thanks to their use of Partnerize's innovative AI-powered Partner Discovery marketplace.



“Partnerize consistently surprises us, the team at Navigate Digital, with the technical capacities of the console, the Support Team and the drive to always look at improvements and launch of new products to make our jobs easier within the Affiliate Industry.”

Filipa Portela, Affiliate Account Manager, Navigate Digital

Incremental Revenue with Brand Partnerships

Navigate Digital also incorporated several exciting and high-performing brand partnerships into programs, such as Tastecard and Meerkat Meals. Starting in January and May respectively, these brand partnerships have together represented 5% of total partner revenue for Pizza Hut Delivery and their growth is expected to continue to generate incremental revenue for Pizza Hut Delivery.



“Having worked with the Navigate Digital Affiliate Team for over 2 years now, I can confidently say that they are very happy with using the Partnerize platform. Any requests that we have internally that entail the use of the platform or the Support team, are rapidly solved. As a client, we are happy to be working with Partnerize!”

Mandeep Kaur, Digital Customer Acquisition Assistant Manager, Pizza Hut Delivery

ABOUT PARTNERIZE

Partnerize is the leader in partnership management technology. The AI-powered Partnerize Partnership Management Platform delivers data-driven intelligence and industry-leading management tools that are essential for materially improving ROI from this fast-growing sales channel. The world's leading companies, including 63 top retailers, 12 international airlines, 10 of the largest telecoms, and hundreds of other global brands rely on Partnerize's platform to drive and manage more than \$6B in partner sales and \$500M in partner payments every year. For more information on how Partnerize can grow your partnerships and business, please visit partnerize.com