

ZALORA

FOR LEADING SOUTHEAST ASIA FASHION RETAILER **ZALORA** PARTNER MARKETING IS THE PERFECT ACCESSORY

As the fastest growing online retailer in Asia, ZALORA has taken fashion to a new dimension, offering over 500 local and international brands to its ever-growing customer base. Operating in six markets across Southeast Asia, ZALORA turned to Partnerize to help manage its partners in a more transparent way, with in-depth reporting, local creative capabilities and the ability to pay in local currencies.

- **29% INCREASE IN ORDER VALUE**

In First Six Months of Launching with Partnerize

- **FULL TRANSPARENCY**

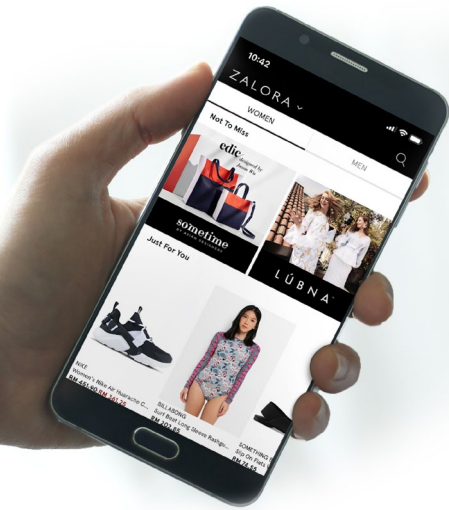
On All Partner Performance

- **LOCALISED PAYMENTS**

Across Six Southeast Asia Markets & Currencies

“Partnerize gave us a great solution to customise the dynamic campaigns across different partners and regions, and helped facilitate our various A/B testings. Managing our partners has become easier thanks to the incredible team at Partnerize. They are ever-evolving with the product and support in terms of value-add to their service; Partnerize always goes that extra mile.”

Mahi Singh, Regional Head - Affiliates, ZALORA



PRIORITISING PROFITABILITY

One of ZALORA's key objectives was to increase the profitability of its partnerships. Since launching with Partnerize, ZALORA saw an 11% increase in Average Order Value (AOV). To drive this strong increase the ZALORA team created a range of commission structures, focused on (AOV). This creative commissioning approach drove an increase in revenue since implementation. By better incentivising partners and providing unique creative for each local market, the ZALORA team saw a significant uplift, including a 24% increase in conversions.



MANAGING PAYMENTS ACROSS MULTIPLE CURRENCIES

When you're managing campaigns across six markets, payments shouldn't be something you have to worry about. ZALORA pays one simple invoice in Singapore dollars, and then Partnerize pays each of their partners in their local currency, across Indonesia, Philippines, Hong Kong, Singapore, Malaysia and Taiwan.



A DEDICATED IN-HOUSE TEAM

Based in Singapore, ZALORA have a dedicated partner marketing team. The ZALORA team work with their Partnerize Customer Success Manager to set objectives and implement strategies to achieve them. They also work with their Client Services Executive to improve operational efficiencies and provide support. Having a dedicated team has allowed ZALORA to significantly grow their programmes, focus on key partners and set up more profitable commission structures.

ABOUT PARTNERIZE

Partnerize is the leader in partner marketing technology, enabling large enterprises to drive sales through their marketing partners. Top retail, travel and financial services companies rely on Performance Horizon's highly scalable platform to generate over \$3 billion in sales across 200,000 marketing partners in 183 countries.