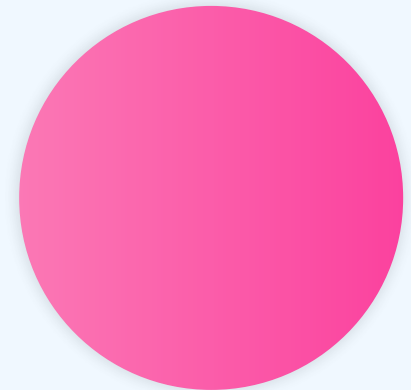




Travel Benchmarks

Updated for Q2 2025





Introduction

In today's dynamic travel landscape, where booking patterns and traveler preferences are constantly shifting, data has become the compass guiding savvy marketers. Recognizing this critical need for insights, Partnerize has delved into key trends within the travel sector across various regions.

The resulting analysis, featured in the Partnership Travel Index, offers travel marketers the essential benchmarks to evaluate, contrast, and fine-tune their partnership initiatives for optimal results.

Specifically, Partnership Index for the travel industry measures same-store sales activity directly driven by partnerships in 2025, providing a valuable year-over-year comparison to the same period in 2024.

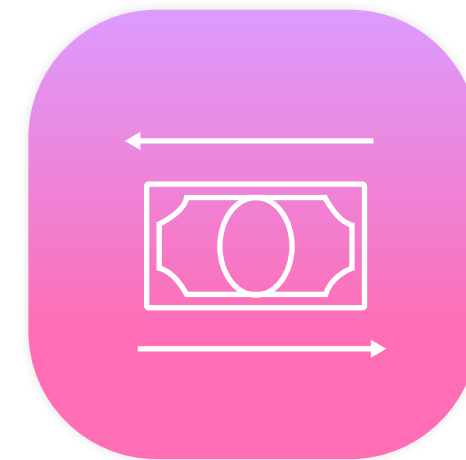
Leading travel brands utilizing the Partnerize platform contribute their data to this comprehensive analysis, illuminating crucial trends in revenue generation, commission structures, conversion effectiveness, and evolving traveler behavior.

The Partnership Index is not intended as a proxy for overall partnership marketing activity, e-commerce activity overall, or the performance of any individual business, including Partnerize t/a Performance Horizon Group. On a periodic basis, we review and update methodology and perform normalization to account for data anomalies that may occur.

Quarterly highlights



Average order
value (AOV)
\$429



Conversion rate
+1.5%



Conversions YoY
-35%



Percentage of revenue
from mobile
+37%



Commission rate
+5.7%



ROAS
\$17.47



Percentage of revenue
from new customers
+46%



Clicks
86%



Revenue YoY growth
+34%



Publisher commission
YoY growth
+25%

Order value growth YoY

+34%

Order value has increased 34% YoY in Q2 2025.

Order value growth YoY



Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2024.

Drivers of growth trends

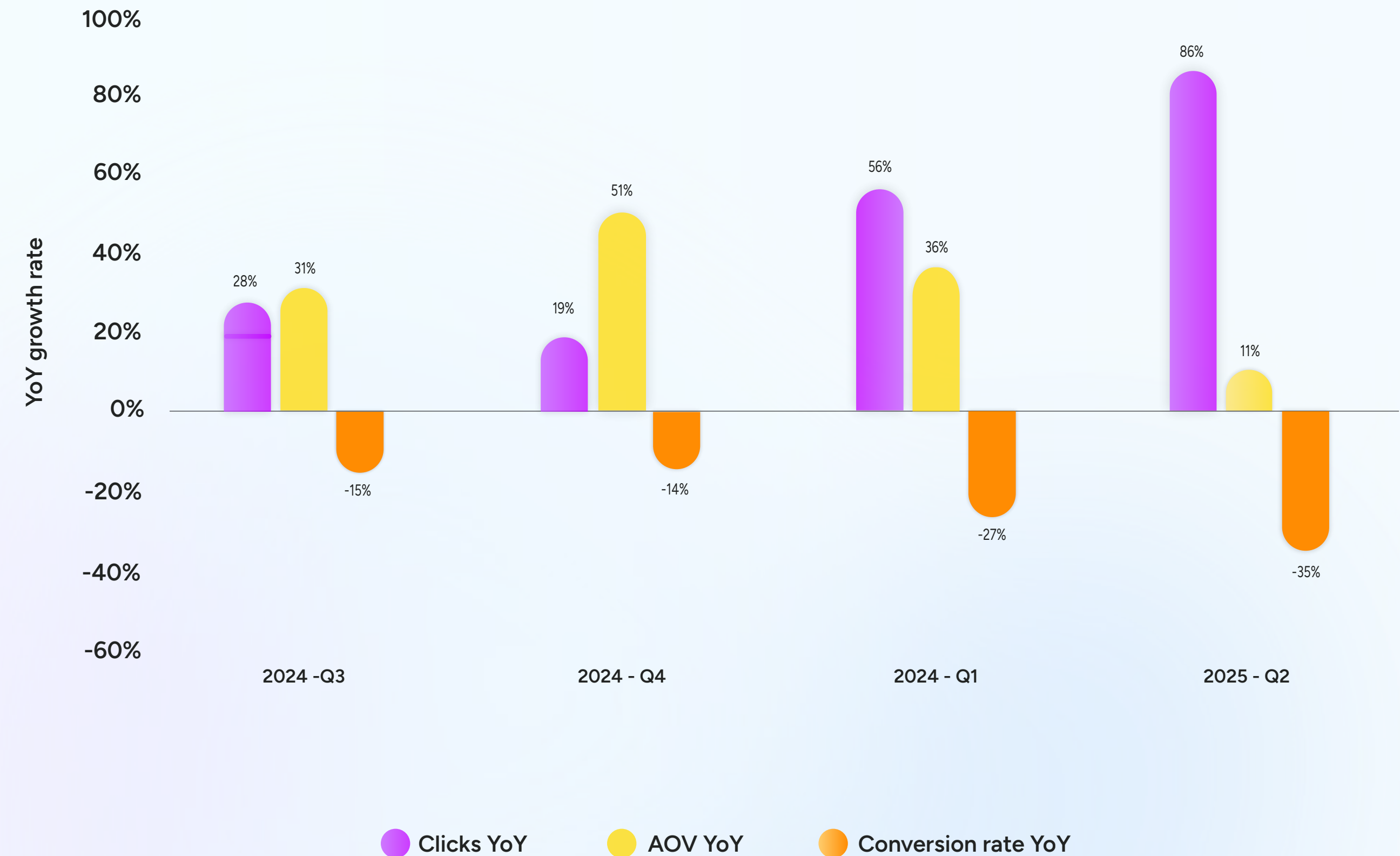
+11%
AOV

+86%
Clicks

-35%
Conversion rate

Q2 revenue growth was due to an 11% increase in average order value (AOV), an 86% increase in clicks while conversion rate, decreased 35% YoY.

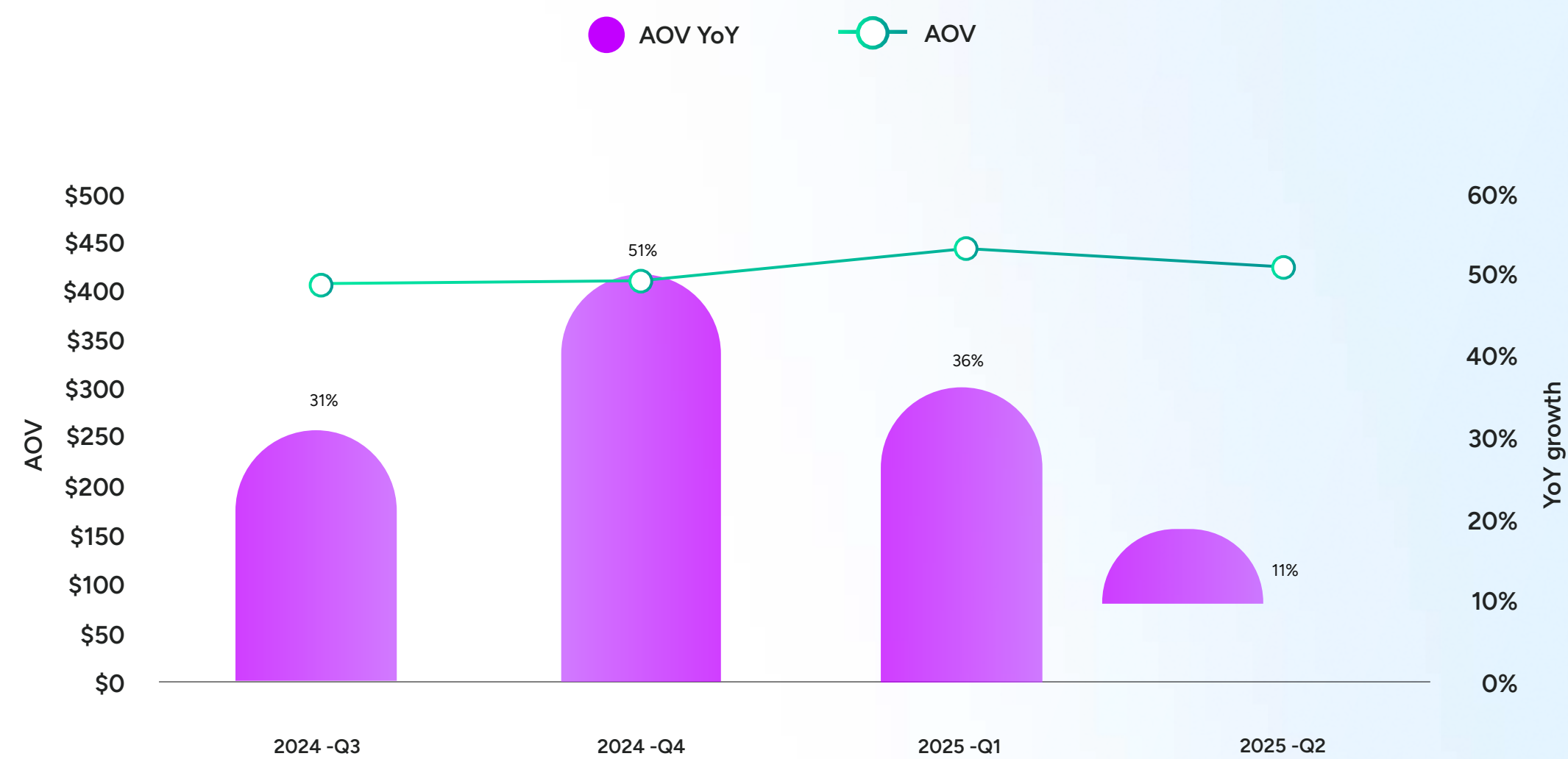
Drivers of growth trends



Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2024

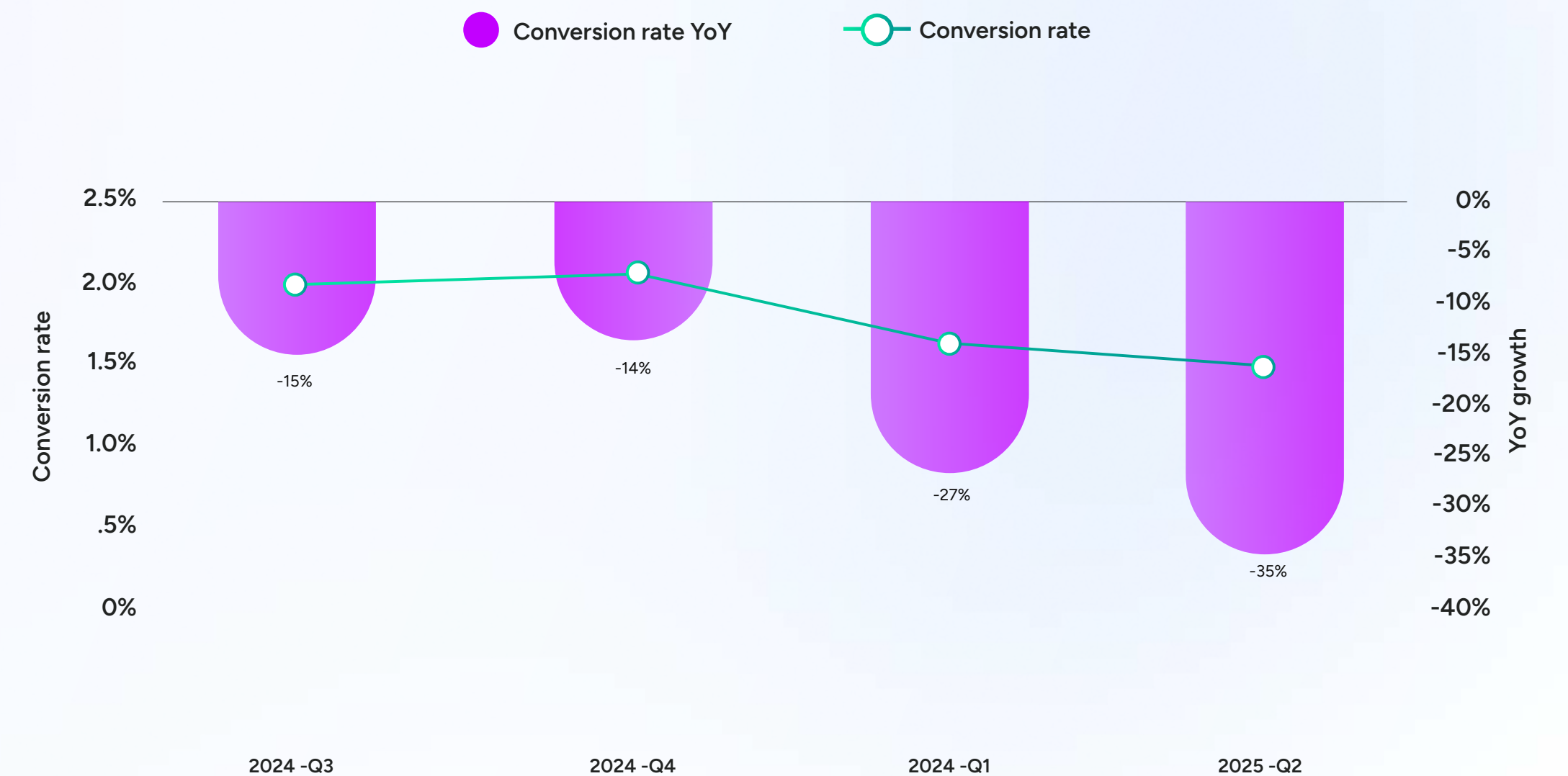
AOV (USD) and conv rate trends

AOV Trends



Average order value increased 11% in Q2 2025 to \$429 USD.

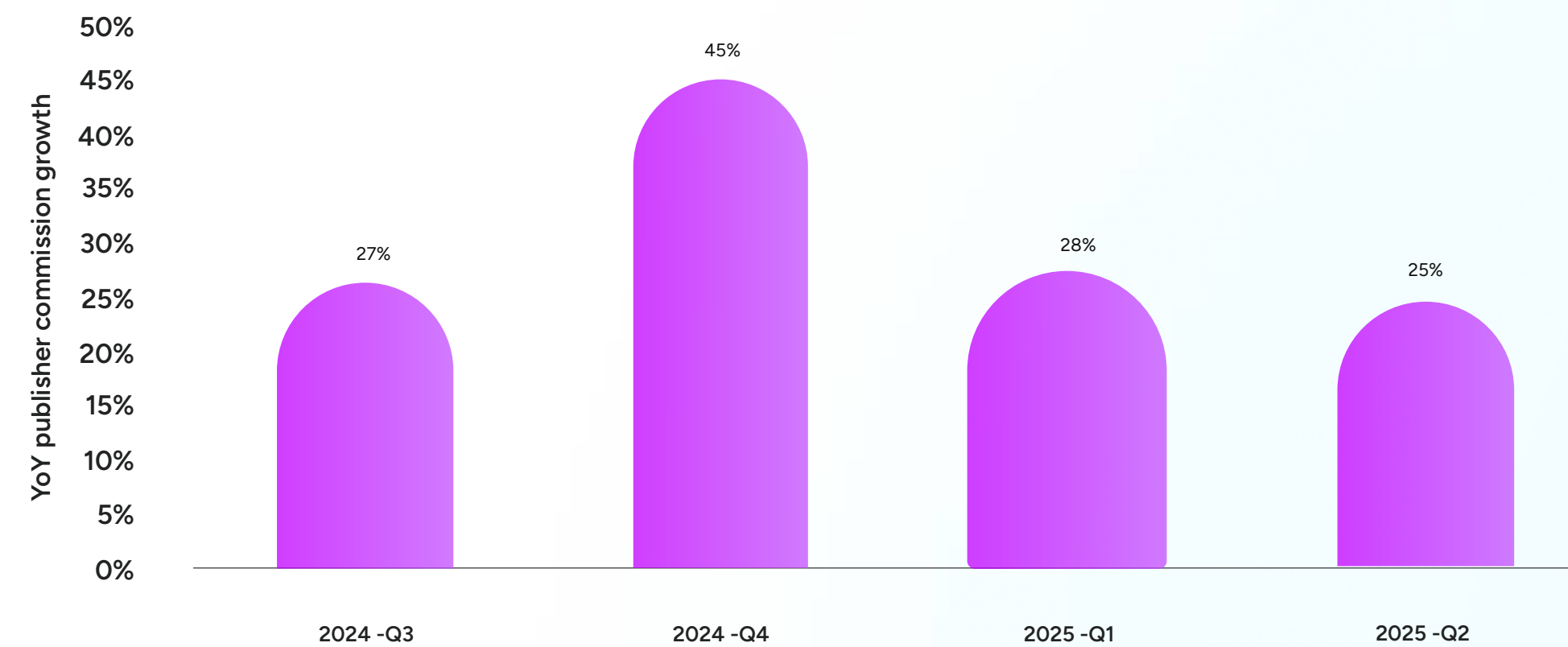
Conversion rate trends



Conversion Rate in Q2 2025 was 1.49%, a 35% decrease YoY.

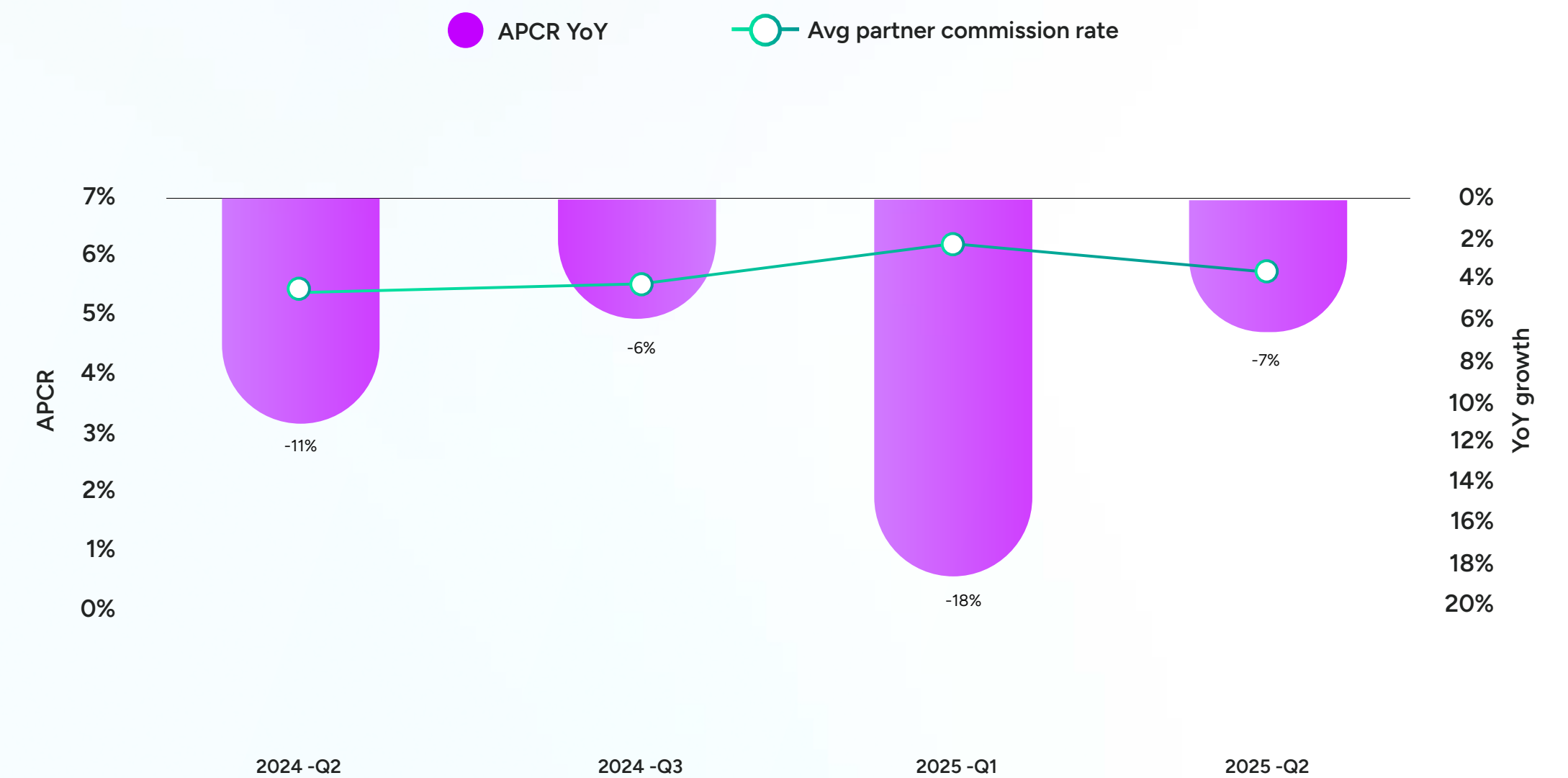
Publisher commission growth YoY

YoY publisher commission growth



Commission paid to publishers has increased 25% YoY in Q2 2025.

Avg publisher commission rate trends

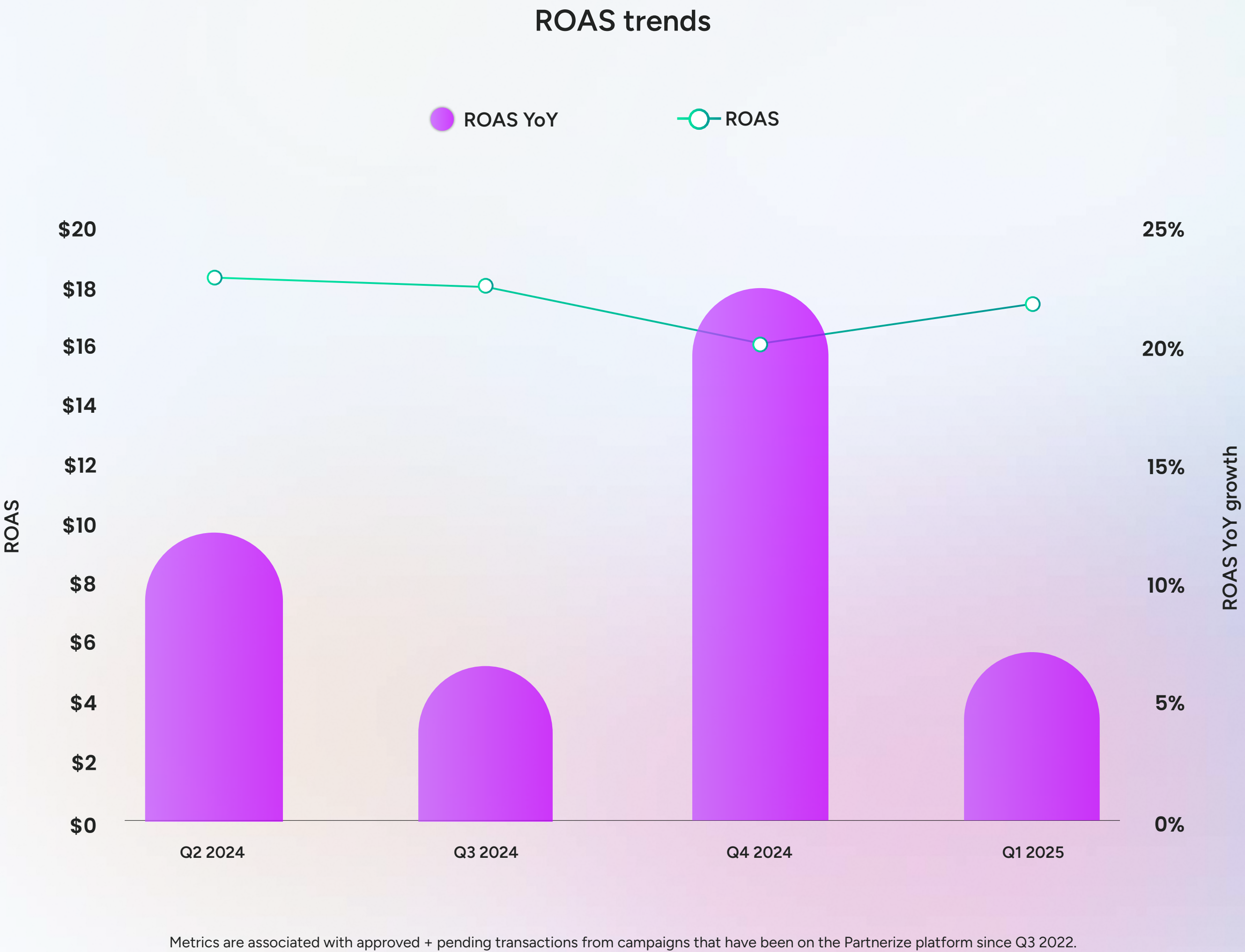


The average publisher commission rate in Q2 2025 was 5.7%, a 7% decrease YoY.

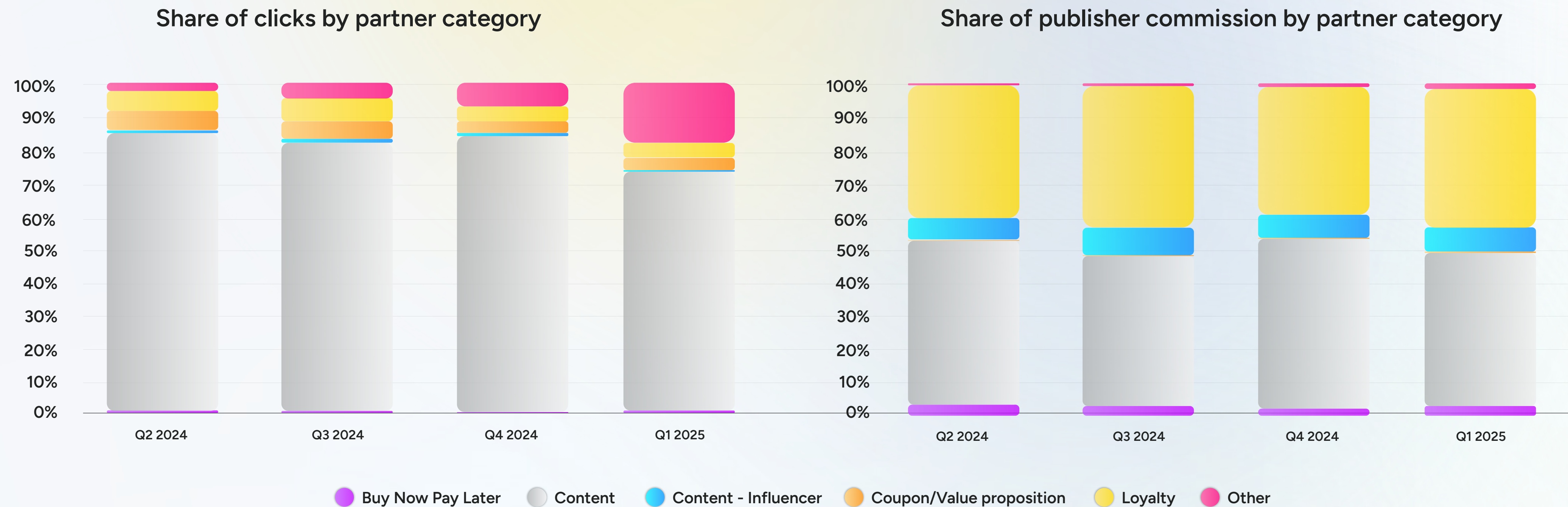
Return on ad spend growth YoY



ROAS in Q2 2025 was \$17.47, a 7% increase YoY.



2025 Q2 share by partner category



- Content partners have maintained the majority share of clicks in the last 12 months, decreasing their share a bit in Q2 2025.
- Loyalty and content partners receive the largest amount of publisher commission from brands.
- Content, coupon, & loyalty partners drive the majority of overall revenue and new customer revenue for brands.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2022.

2025 Q2 KPIs by partner category

Partner vertical group	AOV(USD)	ECPA	ROAS(USD)	%NTF
Comparison shopping services	\$489.42	2.42%	\$41.28	93.85%
Other	\$444.22	1.61%	\$62.07	17.27%
Content	\$438.76	6.50%	\$15.38	30.37%
Loyalty	\$381.57	5.79%	\$17.28	35.18%
Coupon/Value proposition	\$340.77	4.02%	\$24.85	52.19%
Card linked offers (CLO)	\$277.38	3.61%	\$27.73	59.81%
Buy Now Pay Later	\$256.37	6.94%	\$14.42	57.23%
Content-Influencer	\$234.46	3.36%	\$29.76	34.04%

- On average, 108 publishers are click active with brands and 27 are revenue active.
 - CSS, other, and content deliver strong AOV.
 - Other and CSS have a strong ROAS given their lower commission rates.
- CSS, CLO, and BNPL drive the highest percentage of new customer revenue.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2022.



A better way
to partner.



Interested in learning more with a Partnerize expert?

Contact us at contact@partnerize.com