



Partnerize

Be a holiday hero:

# 2024 Q4 Partnership Playbook.

Partner Edition





Consumer spending is anticipated to grow **3.3%** this holiday shopping season—a decline from last year’s +4% growth in retail revenue. While momentum behind increasing holiday spend has slowed, 92% of US consumers plan to spend as much if not more than last year’s shopping season, driving to a projected **\$1.59 trillion**. This year’s holiday shopping season forecasts are varied due to complex macroeconomic factors including decreased inflation, a softening labor market, lower interest rates, and the presidential election. Additionally, developing and deploying a holiday promotional strategy grows increasingly challenging with Amazon deal days beginning in October and a shorter-than-usual peak shopping season window with only 23 days between Cyber Monday and Christmas.

Preparing your partner program to navigate the unique challenges of this year’s holiday shopping season is critical to accommodating brands’ shifting needs while ensuring that you are equitably rewarded for the role you play in conversions—and it’s easier than you think!

Partnerize's Be a Holiday Hero: 2024 Q4 Partnership Playbook is a holiday shopping prep guide that puts you on track to maximize this year’s unprecedented holiday shopping season. Inside, we’ll detail pro tips for making the most of your partner program to set yourself up for success in Q4 and beyond.

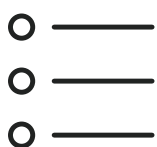
**Let’s get started!**

# Holiday planning pro tip #1:

## Discover last-minute brands to work with!

Working with brands that your audience loves is critical to your holiday success story, and time is running out to find and partner with those that could play a key role in driving to your holiday shopping season revenue goals.

Before implementing your code freeze, ensure that your advertiser portfolio includes all the brands that your audience will be looking for this holiday season. To assess potential partnerships, take these three steps:



### Check out prospective brand partners by category.

Partnerize lets you sort prospective partners by vertical to easily find the most relevant brands to share with your audience. When searching by vertical or category, you can also filter by relationship status, refining results to those that you are yet to partner with.



### Review pending invitations.

Don't forget to review pending program invites from brands that are interested in working with you! Ensure that you've accepted all of your pending program invites to gain access to tracking links that will allow you to share brands' holiday promotions with your audience.



### Identify region-specific partnerships.

Looking for brands to work with that cater to a specific geographic area? Leverage Partnerize to find and activate brand partnerships by currency or country—precision filtering functionality that enables you to easily find the most relevant content for your region.



## Holiday planning pro tip #2:

### Take control of your connections with an up-to-date profile.

Brands evaluate best-match partners based on the details provided in your profile. Take control of your opportunities by:



#### Updating your contact information.

Maintaining current contact name, email address and phone number within your publisher partner account ensures that you are easily accessible when you are recommended to advertisers. Further, correct contact information ensures that advertisers can reach you to discuss holiday placement opportunities!



#### Review partner details.

Ensure that your partner profile is portraying the most accurate information, including partner type, vertical, description, promotional methods, social footprint and more. Keeping yours up to date will ensure that your site appears when you're a good match—relevant connections mean more revenue for you!



#### Upload your logo.

Stand out from other partners by adding your logo. Uploading your logo puts you in control of the image displayed to brands as they search for best-match partners in the platform.



## Holiday planning pro tip #3: Prepare to get paid!

Make sure that you are rewarded for the work you provide brands this holiday season by confirming your payment details are appropriately set up by platform:



Ascend™ partners digitally receive their earnings twice monthly. Ensure that your payment information is accurate by:

- **Verifying your PayPal information.** Access Profile Settings to make sure that you've entered your account information accurately as there is no additional verification prior to payment.
- **Ensuring that you've submitted your W-9.** If you haven't added your W-9, a red banner will appear on your dashboard with next steps.



Navigate to Payment Settings found on your top nav and:

- **Select a Tracked Currency.** Choose the currency in which your referred transactions will track. If using PayPal, please note that only USD, CAD, AUD, EUR and GBP are supported.
- **Choose a Paid Currency.** You will receive payments in the currency you choose for this field. Please note that PayPal users must select the same currency for both Tracked Currency and Paid Currency.
- **Verify a payment method.** Select from PayPal or Electronic funds transfer.
- **Select "Auto Self Bill".** Toggling this field ensures that your commissions are paid out automatically and will not require additional steps to claim your rewards.
- **Enter your bank or Paypal details.** Input your payment information to ensure that your rewards reach your account.



## Holiday planning pro tip #4: Know where to get the help you need.

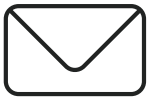
The holiday planning rush means that there is no time to waste when you need to assistance from Partnerize or your brand partners. Keep these resources on hand to easily access answers to your holiday planning questions:



Get in touch with brand partners by accessing their most up-to-date contact information via their profile.



Check out our on-demand library of resources for platform usability questions such as best practices, user guides and industry articles available on Knowledge Base for both [Ascend™](#) and [Partnerize](#).



Reach our platform-specific partner teams with any questions you may have by contacting them through:

**Ascend™:** [Submit a request](#)

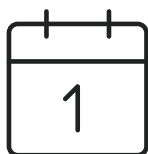
**Partnerize:** [Submit a request](#)



## Holiday planning pro tip #5: Negotiating holiday placements with brands.

The holiday shopping season is extremely competitive as many major brands vie for consumers' dollars. Let brands in your portfolio know how you can help them stand out from their competitors using placements—features that demand flat fee payments or increased commission rates.

As you help brands cut through the noise with paid placements be sure to discuss:

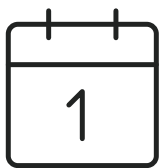


### Placement opportunities that align to their content calendar.

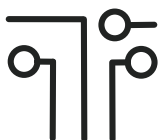
Brands' content calendars are likely loaded with aggressive sales, promotional extensions, peak shopping holiday coupons, free shipping offers, free gifts and more. Chat with your brands about their content calendar to:

- **Provide data-driven recommendations for placement opportunities** that will drive success for their unique campaigns. For example, share specific placement recommendations that previously drove success for a similar brand running a promotion.
- **Share your media kit.** Consider building a media kit to showcase placement opportunities for brands. This document can include screenshots of potential features, price ranges, audience or subscriber size, engagement rates and more—a tangible and helpful tool to start your placement conversations.





- **Build placement packages.** Brands seeking featured opportunities may want to secure several placements to create a series of touchpoints with your audience rather than a single feature. Include a variety of placement types—think social posts, newsletter inclusion, homepage or category features—into a placement package and negotiate the rate for a bulk purchase.



### **Leverage dynamic commissioning structures in negotiations.**

Partnerize's tracking technology enables you to be equitably rewarded for the value you provide to brands. When negotiating with brands, suggest implementing dynamic commissioning structures for your holiday placement packages, such as custom rates for:

- **Specific products or SKUs** on excess inventory or products that you are featuring in your holiday featured placements.
- **Sale category.** Working with a brand that doesn't offer holiday discounts? Discuss promoting their sale category at a tailored commission rate that allows the brand to maintain control of their marketing dollars while ensuring that you are paid for the value you provide.



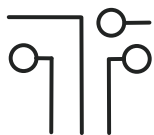


## Holiday planning pro tip #6: Score an exclusive!

An impressive 87% of consumers are motivated to complete their transaction by a discount offer after placing an item in their cart.

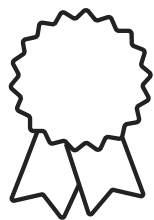
Tap into this coupon-motivated audience by talking to your advertisers about Exclusive Code, Partnerize's dynamic payment technology that guarantees you the commission associated with that code's redemption, regardless of which partner generated the last click.

Connect with your brands to request an Exclusive Code for:



### Existing sales.

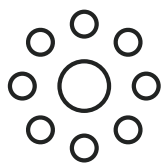
Your brands will likely be running their most aggressive promotions of the year during the holiday shopping season. Request that your brands assign you an Exclusive Code for the sale duration so that you can guarantee rewards for each redemption of an already popular offer.



### Sale extensions.

Although a promotional period is over for an advertiser, it's possible that they'd be willing to do an exclusive extension in exchange for the right placements. Offer your advertisers a placement opportunity on your home page, newsletter inclusion or social post in exchange for an Exclusive Code which extends the offer that has expired on their site.





### **Promo preview.**

Build a placement package or feature opportunity for an advertiser in exchange for an early release of an upcoming sale. For example, if you learn that a brand is launching a sitewide sale on Black Friday that requires a coupon for redemption, offer them a homepage placement on Thanksgiving Day in exchange for an Exclusive Code before the offer is live on their site. You'll be able to offer your audience early access to the sale, and brands will be able to maintain control of their spend while driving revenue from their sale for an additional day.



### **Free shipping code.**

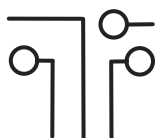
Despite the popularity of coupons, many brands still do not plan to offer aggressive sales during the holiday season. Negotiate an Exclusive Code for free shipping or free shipping on a lower threshold that is enticing to the consumer without requiring the advertiser to discount products.



# Holiday planning pro tip #7:

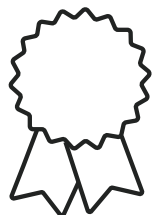
## Sell out your placement inventory.

Brands crave featured placements during the holiday season to gain exposure for their promotions, drive new customers and build brand advocacy. Sell out your holiday placement inventory with these three tips:



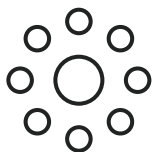
### **Bundle remnant inventory.**

If you have last-minute features available, consider offering them in a bundle package at a discounted rate. Advertisers will be interested in testing a variety of placements to get new eyes on their brand and exposure for their holiday promotions.



### **Leverage dynamic payment tools.**

Consider offering your traditionally paid features in exchange for increased commission rates or tiered structures. Or, talk to your advertisers about a Preferred Partner designation and/or Exclusive codes—spend allocation tools that ensure you are equitably rewarded for the value you provide.



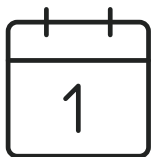
### **Share your opportunities!**

Let advertisers know about your remnant inventory by messaging them at the email addresses available in their profile. Communicating available opportunities is a great way to open the door to last-minute optimization conversations!



## Holiday planning pro tip #8: Optimize after the last ship date.

Consumers slow down their holiday gift search after the last ship date, or, the final date that guarantees delivery in time for Christmas. However, that doesn't mean it's too late for you to continue to drive revenue for the holiday shopping season! Implement these tips to maximize your potential, even after the last ship date that guarantees delivery prior to Christmas has passed:



### **Request dynamic payment for gift cards.**

Many advertisers limit the commission payout on gift cards to maintain control of their spend. This is because it's possible that they will also be paying on the redemption of the gift card beyond just the sale—twice the commission on a single purchase. Negotiate a dynamic commissioning structure that enables you to get a flat dollar amount on the sale of a gift card that will offset the cost of your placement fees.



### **Push gift card messaging in placements.**

After the last ship date, consider promoting gift cards to last-minute holiday shoppers with context around e-gift card delivery. This message will tap into consumers that waited too long to start their shopping or are picking up those last-minute gifts to wrap up their shopping list.



### **Build a gift card landing page.**

Consider building a landing page or independent post that promotes brands which offer gift cards. By aggregating brands that have gift cards for purchase, you'll make it easier for your audience to quickly purchase gift cards for everyone on their list! Also, ensure that you are equitably rewarded for this opportunity by referring back to our earlier tip for dynamic payments on gift cards.

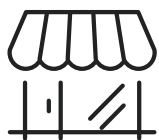


## Holiday planning pro tip #9:

### Accommodate shifting key shopping holidays.

Historically, planning your content calendar meant considering primary shopping days like Black Friday and Cyber Monday. However, the evolution of digital shopping holidays and recent economic shifts means that these major shopping holidays have turned into a gray area, and 'holiday creep' is blending them into the days and weeks surrounding the shopping holidays to which we are accustomed.

Set your content calendar up for success by:



#### Promoting omnichannel messaging.

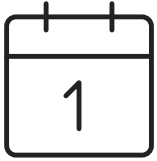
Cater to the revival of brick-and-mortar shopping by promoting BOPIS (buy online, pick up in store) or ROPIS (reserve online, pick up in store). Chat with your brands about receiving customer commission rates on transactions that you refer via these fulfillment types.



#### Drawing in your audience with non-discount promotional messaging.

Think outside of the box when it comes to brands' promotional content that you syndicate. Consider amplifying messaging for free shipping thresholds, gift guide messaging and gift card availability just to name a few.





## Planning for all major shopping holidays.

While not an exhaustive list, consider running your most aggressive promotions on the biggest shopping holidays of the season:

- **Amazon Prime Early Access:** October 8, October 9
- **Single's Day:** Monday, November 11
- **Thanksgiving:** Thursday, November 28
- **Black Friday:** Friday, November 29
- **Cyber Monday:** Monday, December 2
- **Green Monday:** Monday, December 9
- **Free Shipping Day:** Thursday, December 14
- **Super Saturday:** Saturday, December 21
- **Boxing Day:** Tuesday, December 26



## Holiday planning pro tip #10: **Measure your success.**

Measuring success is arguably the most important part of the holiday season. By reviewing what worked and what did not, you're able to evolve your holiday strategy in real-time to ensure revenue growth.

Evaluate your results during holiday and beyond with reporting tools that are at your fingertips:



### **Front-and-center results.**

Log into your dashboard to quickly see your commissions at a glance, earnings over time and top performing partnerships. Use the drop down menus to easily pull up your desired time duration so that you can be in-the-know about your high-level performance on the platform.



### **Integrated reporting.**

Dig into your results to evaluate placements, uncover wins and derive actionable insights that improve your program performance using our robust reporting suite. Partnerize reports serve up real-time data that help you to course-correct your strategy or double down on placements and partnerships that drive the most value for your site.



### **Analytics and attribution integrations.**

If you leverage several affiliate providers or utilize an alternate source of truth to review your total digital mix, check out our integrated partnerships with leading analytics and attribution providers—integrations that let you effortlessly pipe your partner channel data into your reporting source of truth.



## Holiday planning pro tip #11: **Expand your portfolio**

Partnerize is comprised of two platforms: The Partnerize platform and Ascend™. Ensure that you are joined to both platforms to find new, right-fit partnerships, expand your brand portfolio and create new opportunities to earn commission.

**Get started today with our easy sign up process:**



Sign up here



Sign up here







# Partnerize

Contact us today to learn how you can harness the power of an industry-leading partnership solution provider.