



CASHREWARDS™

Get paid to shop

CASHREWARDS DELIVERS MORE SALES & OPPORTUNITIES FOR ADVERTISERS WITH PARTNERIZE TECH

Cashrewards create comprehensive, customised online shopping platforms for business of all sizes. Since launching in 2013, with their unique combination of retail partnerships and advanced technology, Cashrewards has grown to become Australia's #1 cashback and savings website. This success is a direct result of fostering quality relationships and rapport directly with advertisers through open communication channels. The Partnerize model facilitates this flow and has been a key driver of success.

TRANSITIONING A PREMIUM ADVERTISER

Cashrewards had a limited relationship and poor communication channels with an existing tier one advertiser due to complex campaigns with a multitude of commission structures and eligibility constraints for coupon use. This led to confusion and uncertainty for members and resulted in a significantly increased load on Cashrewards Customer Service. Migration to this advertiser's own network powered by the Partnerize solution has enabled Cashrewards to improve communication with the advertiser, including bringing their attention to unnecessary barriers to conversion as highlighted by members. This ultimately led to...



207%

Increase in conversions



OVER 65%

Increase in average order value



2.1%

Reduction in average commission per sale



405%

Advertiser revenue increase

NUMBERS PAINT THE PICTURE

Cooperating across multiple marketing initiatives, Cashrewards is using the Partnerize platform to manage essential relationships, marketing collateral and real-time reporting to fully optimise, manage and grow campaigns. Throughout this entire process, Cashrewards is able to identify, plan and execute campaign launch strategies that rapidly deliver market incentives and drive sales.

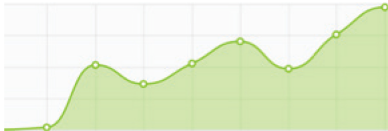


Table 1
Week-on-week sales growth
during launch of a major advertiser



Table 2
Week-on-week click growth
during launch of a major advertiser

The seamless delivery of publisher support is a fundamental loyalty partner requirement. Partnerize provides all necessary functionality to lodge and manage inquiries on behalf of members and does so effortlessly. Advertisers handle queries directly, which Cashrewards have seen reduce both the number of queries and resolution time. Over and beyond the advanced transaction inquiry functionality, the platform's immense technical features and stability is backed up by great support, especially in areas such as client relationship introduction and management, integration and data feed setup and support, creative content management and responsiveness to feature requests.

From onboarding during the integration process to the ongoing continuous support, the support team focuses on details and specifics of each partner and advertiser. Partnerize truly values quality performance over all things and this alone has and will continue to foster successful and long-term partnerships.

"The Partnerize team are high calibre market leading experts, with a wealth of knowledge to support the Cashrewards team through new advertiser set ups and migrations from affiliate networks. Moving to Partnerize has been amazing for Cashrewards; their tracking technology is far more accurate and they work with many premium advertisers that are in demand through Cashrewards."

Andrew Clarke, Managing Director

ABOUT PARTNERIZE

Partnerize helps the world's leading brands build powerful business partnerships that drive extraordinary business growth. The Partnerize Partner Management Platform (PMP) is an end-to-end, SaaS-based solution for forming, managing, analyzing, and predicting the future results of partner marketing programs using artificial intelligence. Hundreds of the world's largest brands leverage our real-time technology to manage more than \$6B in partner programs and financial exchanges across 214+ countries and territories worldwide. To learn more about Partnerize and partner marketing, visit partnerize.com