



- **35% UPLIFT**

In Conversions from Top Clients

- **50-70% ADDITIONAL SALES**

Attributed with Omnichannel Reporting

- **RICH DATA AND INSIGHTS**

To Inform Deal Content

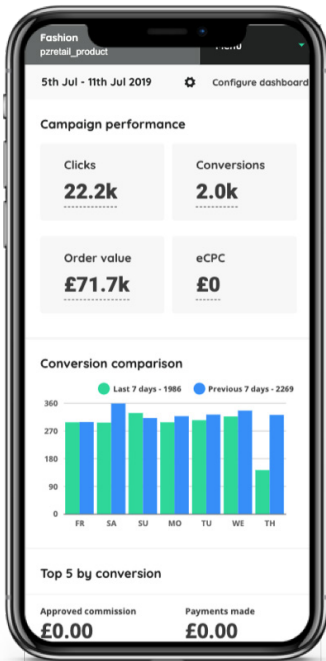


## DEALMOON SEES 35% UPLIFT IN SALES FROM ITS HEAVILY MOBILE AUDIENCE

Dealmoon is the largest platform for Chinese Millennials globally, connecting luxury brands to this valuable audience in a highly personalised way, through its desktop site, app and social channels. Launched in 2009, Dealmoon has mastered integrating luxury brands into e-commerce and now has over 10 million followers globally across its Weibo and WeChat channels. As a global partner hosting over 3,000 brands and department stores and catering to a mobile-first audience, Dealmoon required a technology partner with extremely robust tracking and commissioning capabilities. After a swift and smooth migration to Partnerize in September 2017, Dealmoon began to see immediate benefits across its clients.

## ROBUST MOBILE TRACKING HELPS DRIVE INCREASED CONVERSIONS

With Partnerize, Dealmoon has seen a 35% increase in conversions from major advertisers. Dealmoon's highly omnichannel user base means a customer journey can begin on any device. 80% of transactions through Dealmoon are converted through a mobile device, the desired attribution type can sometimes be first click and sometimes the last click. Dealmoon estimates that Partnerize's robust tracking across Web, Mobile Web and In-App devices has helped them receive proper credit for 50- 70% of the sales they would otherwise lose out on via other providers, especially when an exclusive code had been used



## FLEXIBLE COMMISSIONS HELP DRIVE HIGHER ALL AROUND VALUE

Dealmoon has partners that work on both branding and performance models. Often retailers are looking for additional exposure through paid placements within Dealmoon’s content platform. Prior to working with Partnerize, Dealmoon was restricted in the types of commission structures available to them. Working with Partnerize, Dealmoon is able to collaborate with retailers on commission strategies that drive value for both parties. Features such as flexible performance models, promotional commissions and the ability to commission on any piece of metadata, have been proven to benefit both the brand and Dealmoon.

## RICH DATA AND INSIGHTS

The Partnerize platform delivers full transparency and real-time data to Dealmoon. Not only does this help with optimising performance, it helps Dealmoon’s content platform make informed decisions on editorial development. As an innovative content platform such insights are key to enabling Dealmoon to not only work towards driving higher order value for their brands but extremely useful in supporting Dealmoon in their commitment to creating engaging content for their loyal user base.

“Publishers that are expanding rapidly with a global footprint need a robust platform that supports and caters to their every need and Partnerize is just that. Globally, Dealmoon will always have Partnerize as its preferred partnerships platform due to a culmination of factors -- their technology and dashboard, support received and the depth of knowledge of their team compared to other providers in the market.”

James Coggles, Director, Client Partnerships UK & EU, Dealmoon

### ABOUT PARTNERIZE

Partnerize is the leader in partnership automation. The AI-powered Partnerize Partner Automation 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, 11 international airlines, 8 of the largest telecoms and more than 200 other global brands rely on Partnerize 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 [www.partnerize.com](http://www.partnerize.com)