



## **SMZDM PARTNER WITH PARTNERIZE TO BUILD BRIDGES BETWEEN CHINESE CONSUMERS AND AUSTRALIAN BRANDS**

Founded in 2010, SMZDM is the most influential shopping site in China, recommending high-quality products across a range of brands. SMZDM recommends and promotes both Chinese and international brands to its extensive customer database. In 2015, SMZDM started working with Partnerize with the aim of improving efficiencies and forming relationships with international advertisers.



### **239% GROWTH**

In Conversions YOY



### **IMPROVED EFFICIENCIES**

Through Reduced Time Investment



### **INTERNATIONAL GROWTH**

Promoting Overseas Brands To Chinese Consumers



### **FULL TRANSPARENCY**

With Advertisers When Using Partnerize



## CONNECTING CHINESE CONSUMERS WITH INTERNATIONAL BRANDS

One of SMZDM's key strengths with its customer base is the range of products it offers. SMZDM promotes over 200 Australian brands, as well as international brands from over 50 countries. SMZDM utilised Performance Horizon to track both Chinese and international brand conversions. Working with Partnerize also allowed SMZDM to connect directly with international advertisers to promote to the Chinese market.

**“Partnerize is easy-to-use and has reduced our man power in managing roles. The reporting functions have been easily integrated with our internal systems. We can now build the bridge between Chinese consumers and Australian brands.”**

Jane Meng, International Business Director, SMZDM

### • ONGOING SUPPORT

SMZDM receive ongoing support and training from the Partnerize team, delivered by a dedicated Mandarin-speaking Customer Success Manager.

### • DIRECT RELATIONSHIPS

With Partnerize, SMZDM has direct access to advertisers. This has helped them to facilitate specific promotions and campaigns with advertisers.

#### 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](https://partnerize.com)