



## **RAIZ INCREASES ORDER VALUE BY 359% FOR AUSTRALIAN BRANDS THROUGH CASH-FORWARD, CUSTOMER-FIRST PARTNERSHIP**

Since raiz entered the Australian market they have grown to over 400,000 users, of which 150,000 are active in their app every day. Their cash-forward, customer-first focus has enabled them to engage a strong millennial customer base. In 2017, raiz started Found Money and began forming partnerships with brands. They turned to the Partnerize platform to manage direct advertiser relationships and obtain a single source of truth for all of their partner marketing activity.



### **AVERAGE 116% GROWTH**

In Conversions  
Month-on-Month



### **DIRECT RELATIONSHIPS**

Allowing raiz To Deliver  
More For Advertisers

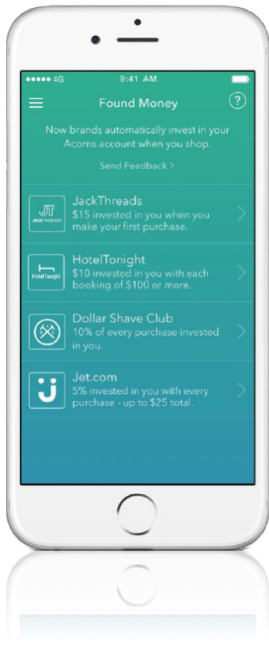


### **USER-FRIENDLY INTERFACE**

That Was Easy To Learn  
And Simple To Use

**“Having direct relationships with the brands we work with makes life a lot easier. Being able to communicate directly with advertisers not only saves a lot of time, but also allows us to optimize performance and get the most out of the relationship.”**

Jessica Rayner, Head of Partnerships, raiz

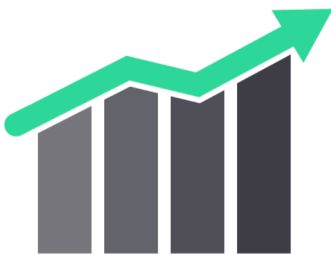


## DRIVING GROWTH THROUGH PERSONALIZATION

For raiz, it's all about the data. The strong targeting abilities, partnered with Partnerize's technology, allow brands to get in front of their desired audience. The raiz Partnerships team regularly utilizes the products feature, which allows them to see exactly which products their customers are purchasing. This means brands are able to target customers on age, gender, spending habits and right down to exact products purchased. This data is used to tailor future in-app messages which results in a more personalized experience for raiz's customers, and ultimately drives higher conversions for the brands raiz works with.

**“The support we've received from Partnerize has been excellent. After a one-on-one training session with the Client Services Team I had a full understanding of the platform, meaning I can now easily access data and run reports each time I login.”**

Jessica Rayner, Head of Partnerships, raiz



## DIRECT BRAND RELATIONSHIPS

With Partnerize, raiz has direct access to the brands it works with. This, combined with raiz's unique targeting capabilities, has allowed raiz to drive significant growth for the brands it works with. This has resulted in raiz increasing conversions by 116% and AOV by 359%, because direct conversations allow them to better understand the brands they work with and their goals in the channel.

### 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)