

U.S. Retail Affiliate Marketing Sales Index

Updated through March 31st 2022

 Partnerize

Introduction

In developing the U.S. Retail Affiliate Marketing Sales Index we measured the gross merchandise sales directly attributable to affiliate marketing promotions for the period beginning January 1st through December 31st and compared them against the affiliate gross merchandise sales for the same period in 2021.

We analyzed performance in 10 retail categories comprised of ~700 retail brands as tracked in the platform. Additionally, commission trends, publisher activity and customer behavior were also examined.

The U.S. Retail Affiliate Marketing Sales Index data is not intended as a proxy for overall affiliate marketing activity, e-commerce activity overall, or the performance of any individual business, including Partnerize. On a periodic basis, we review and update our same store flag methodology as new stores join the platform. On June 20th, 2021, we updated our same store logic to more closely reflect trend activity. Periodic normalization to account for data anomalies may also occur.

Vertical status through March 2022



Surging

+72% YoY Travel

Increasing

+20% YoY Clothing & Apparel

+10% YoY Accessories & Jewelry

Decreasing

-4% YoY Art, Photo & Music

-4% YoY Home & Garden

-5% YoY Computers & Electronics

-5% YoY Sports & Fitness

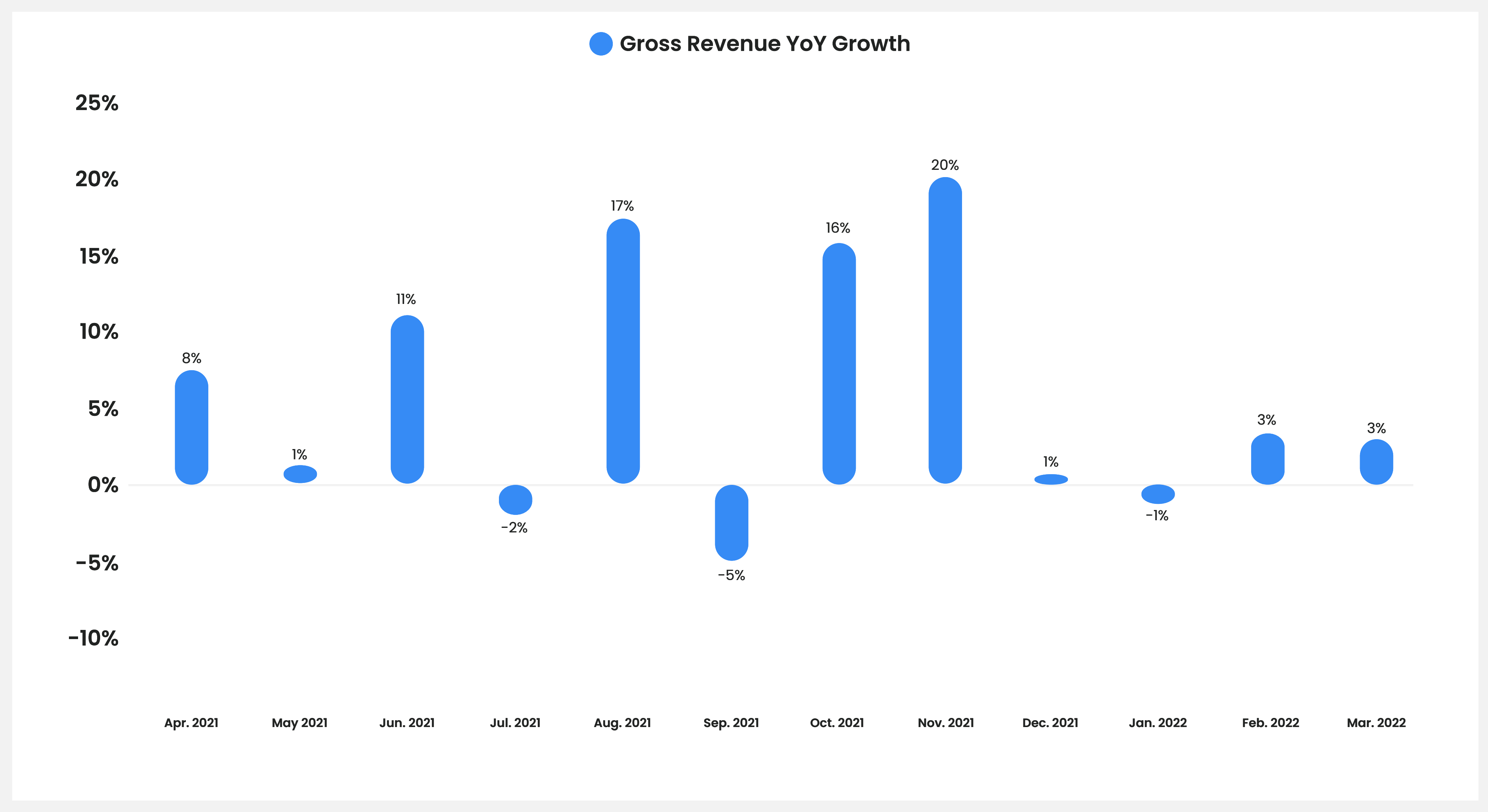
-16% YoY Food & Drink

-21% YoY Gifts & Flowers

-23% YoY Health & Beauty

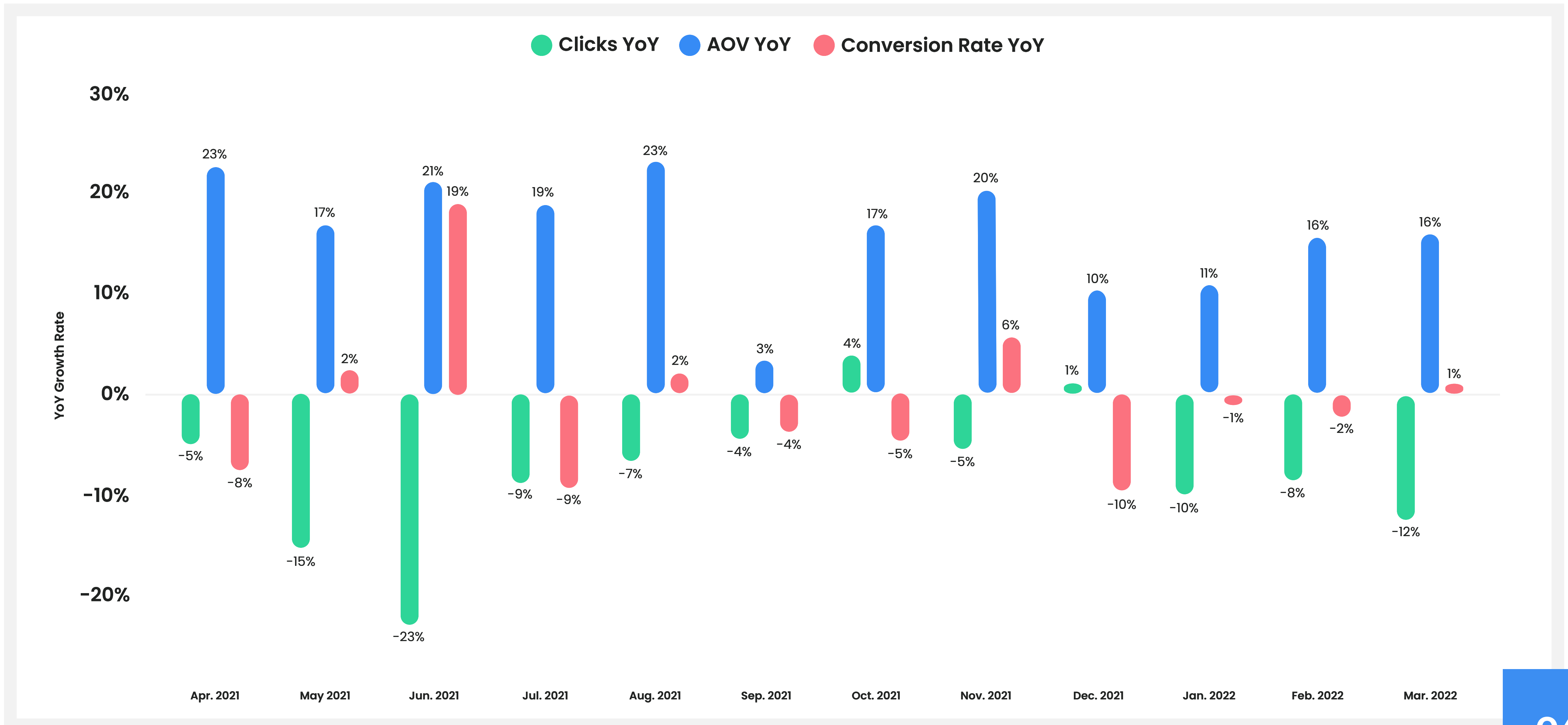
Monthly Revenue Trends

March saw a 3% increase in overall YoY revenue.



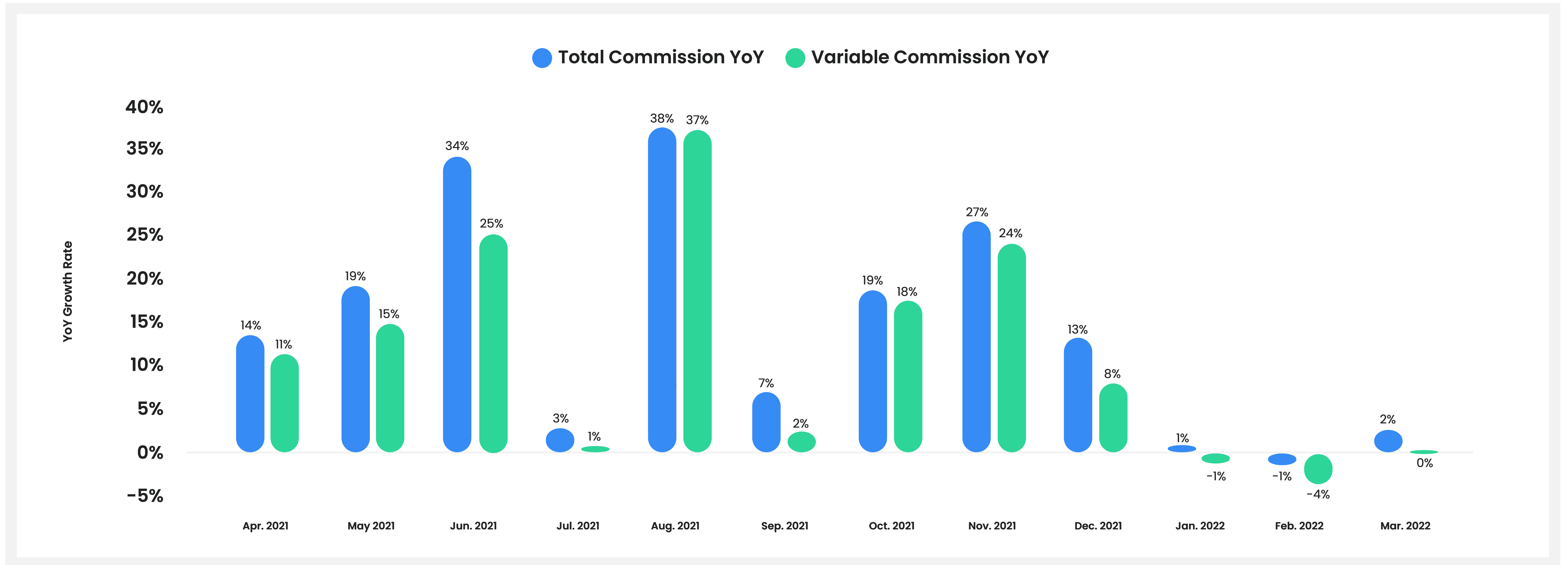
Drivers of Monthly Revenue Growth

While clicks were down 12% in March, average order value (AOV) was up 16% YoY and conversion rate rose 1%.



Monthly Commission Trends

In March, we saw a flat variable commission rate while total commissions were up 2% YoY.

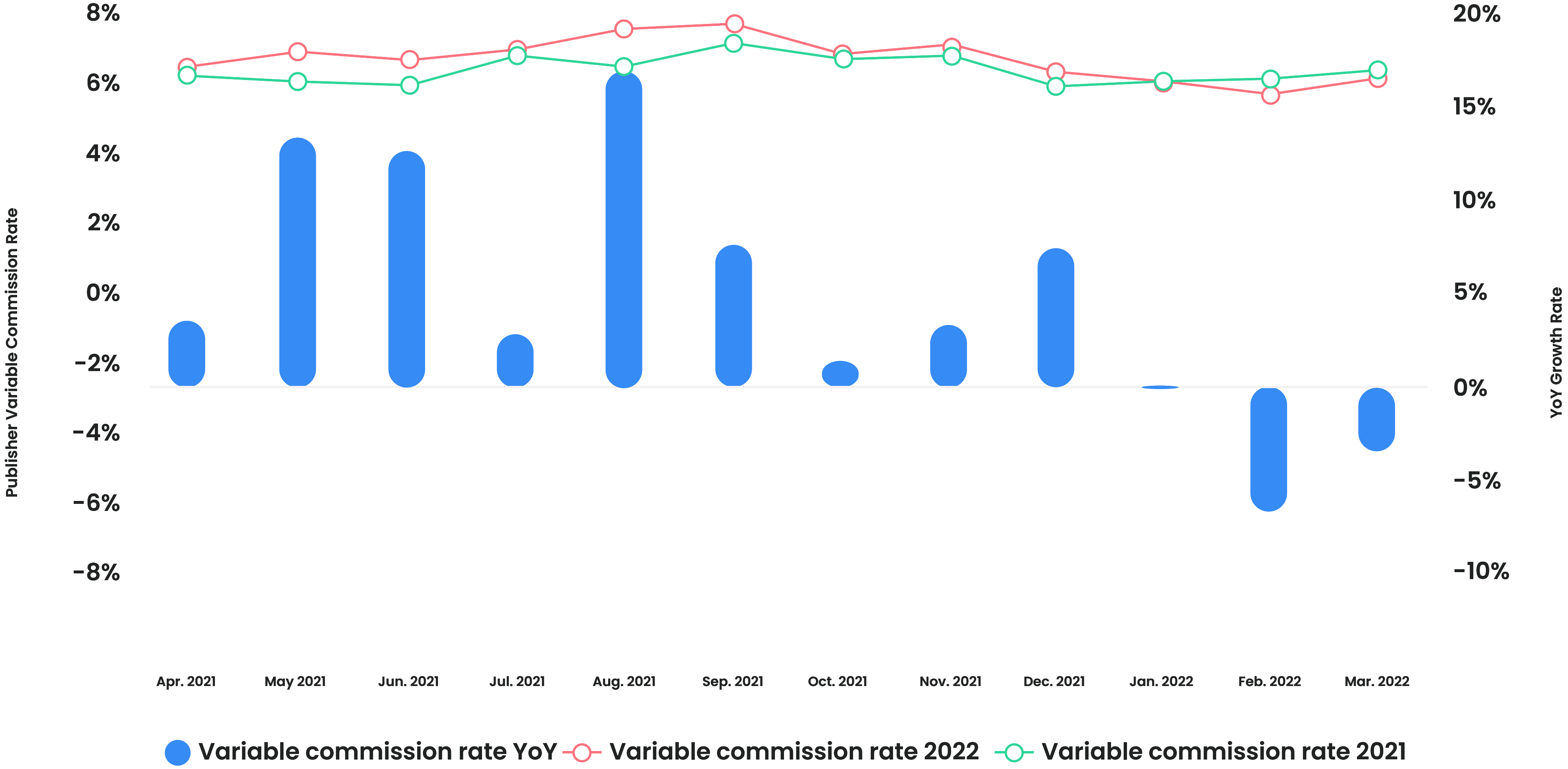


- Commissions paid to publishers are comprised of two types:
 1. "Variable Commission" is defined as a percentage of revenue or conversion
 2. "Bonus Commission" is defined as a flat amount typically associated with paid placements or media buys
- "Total Commission" is defined as the total of "Variable commission" plus "Bonus commission"

Monthly Variable Commission Rates Trends

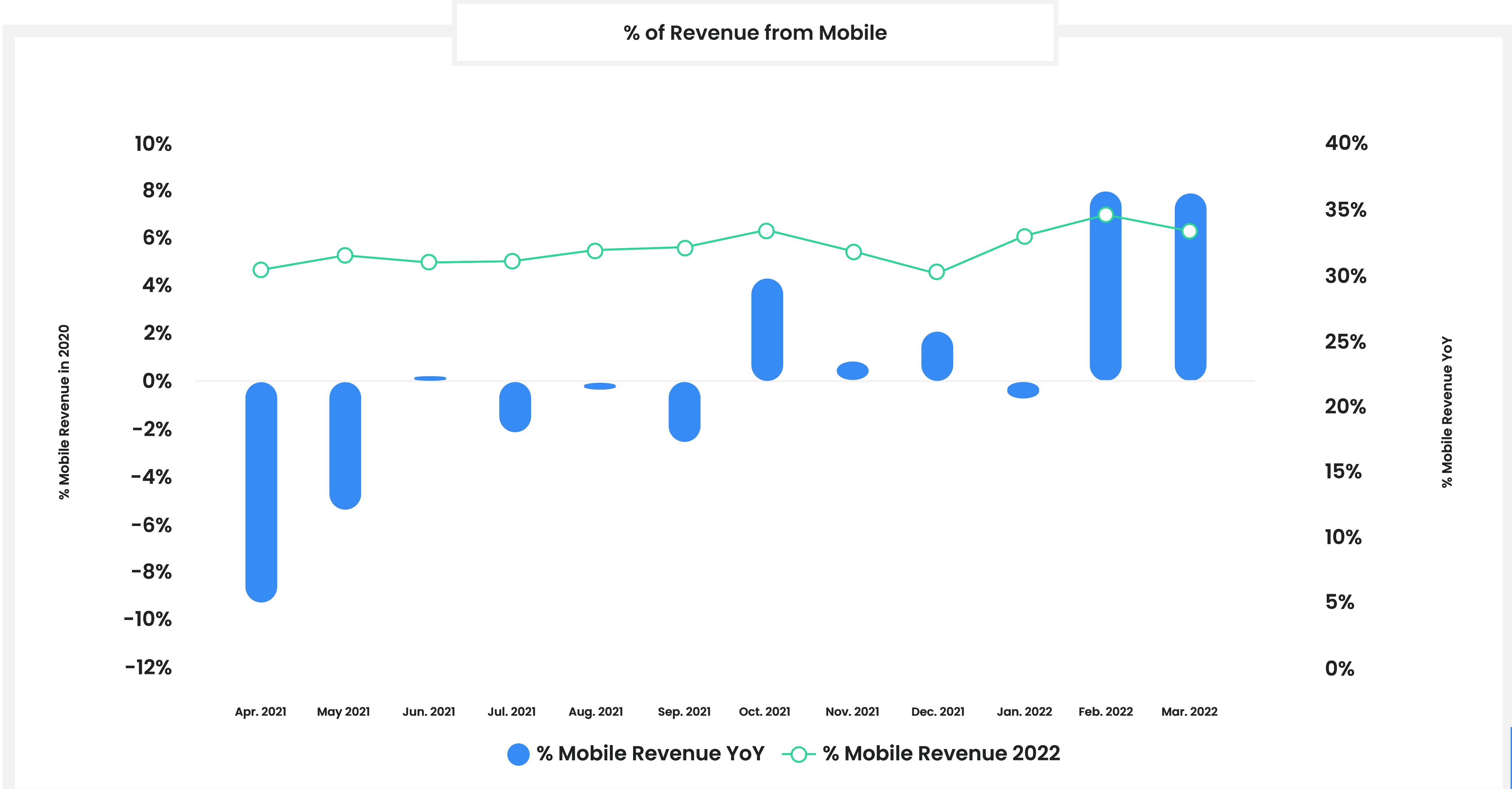
Variable commission rates in March were down at 6.1% compared to 6.3% for the previous year.

Variable Commission Rate and Growth YoY

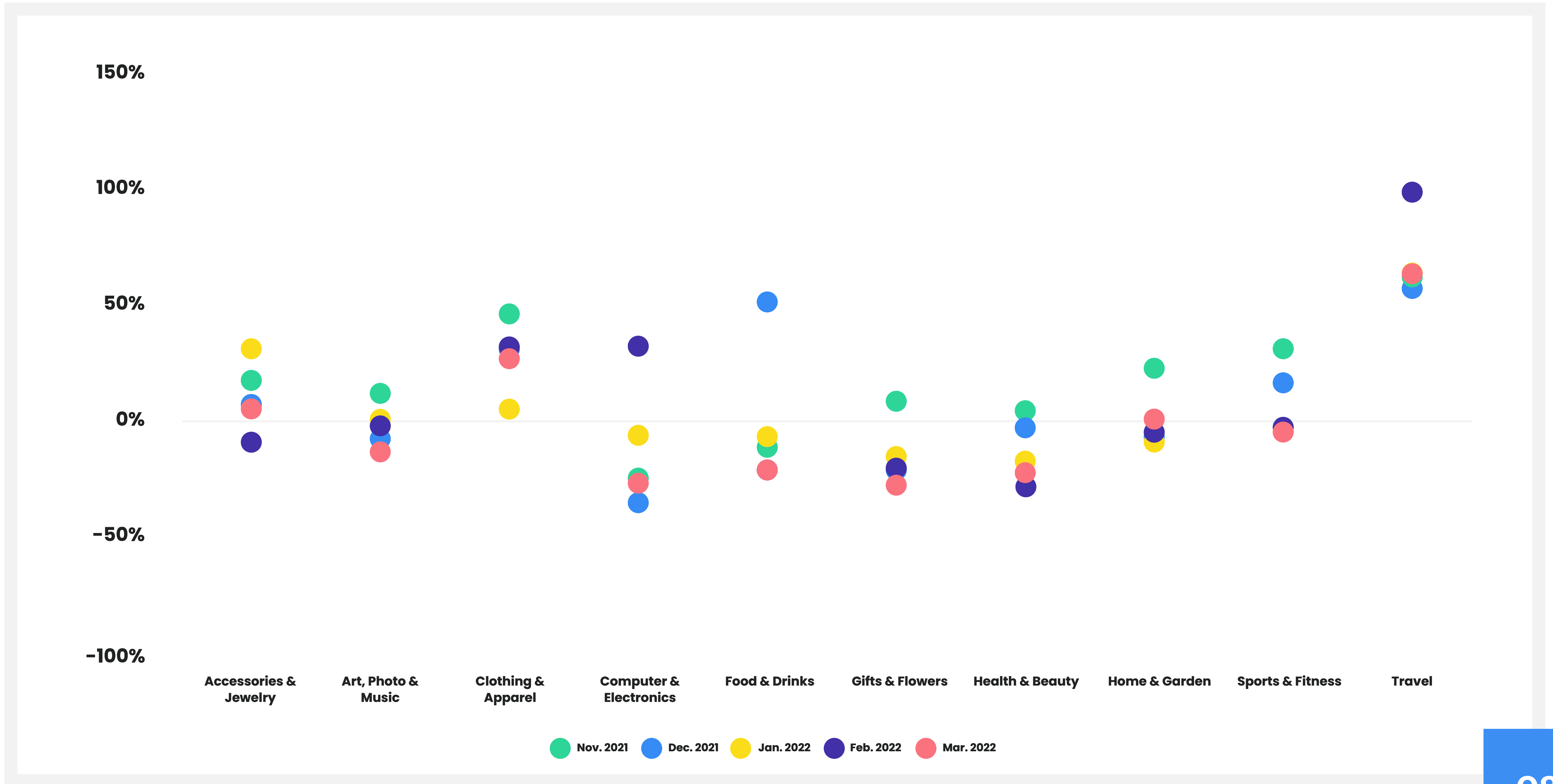


Monthly Mobile Revenue Share

Mobile revenue was up 8% in March.
Mobile revenue share represented 33% of all conversion activity.

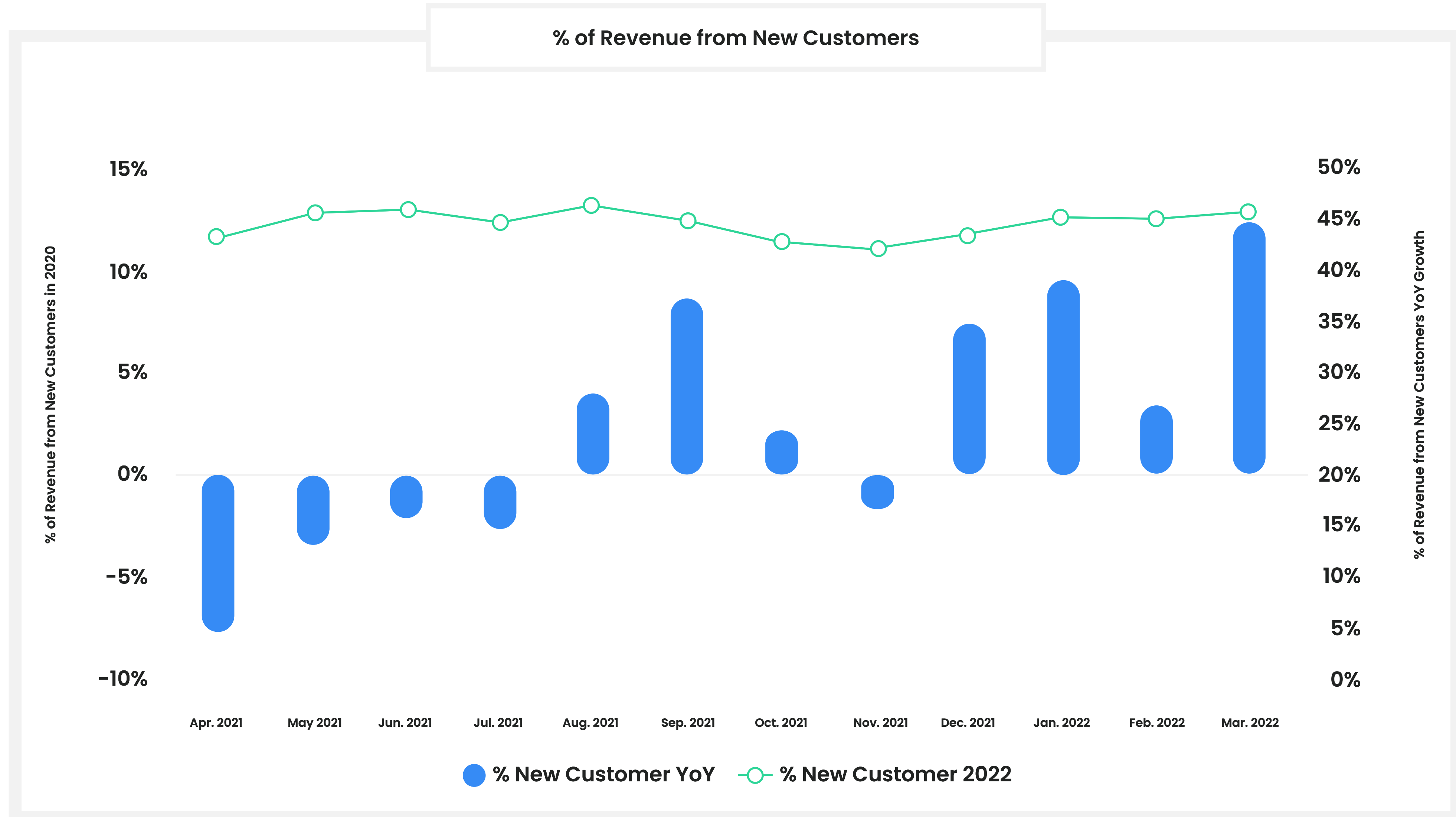


Revenue Growth by Advertiser Vertical



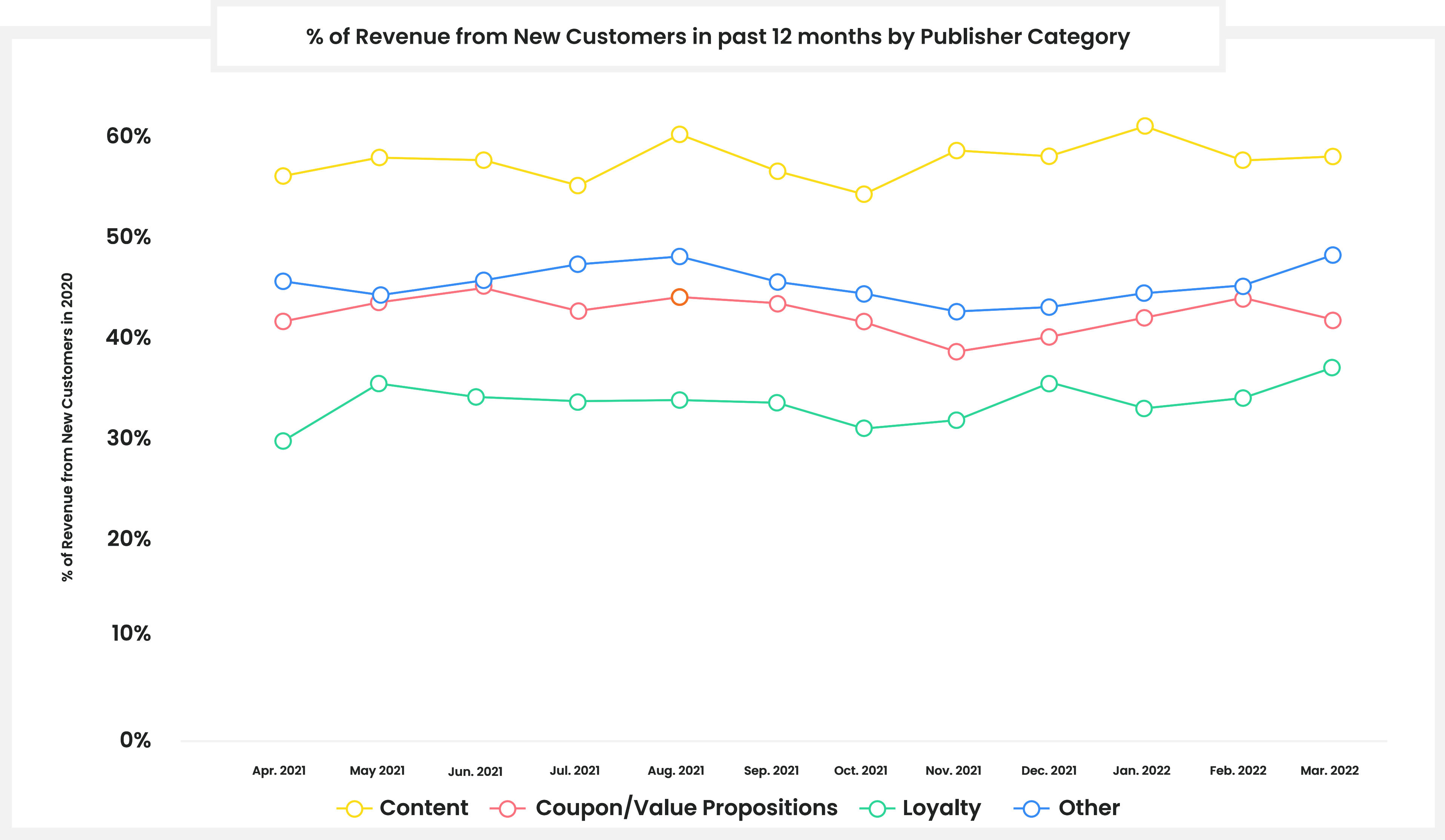
Monthly New Customer Revenue Share

In March, the % of revenue from new customers was 46%, a YoY increase of 12% for the same time last year.



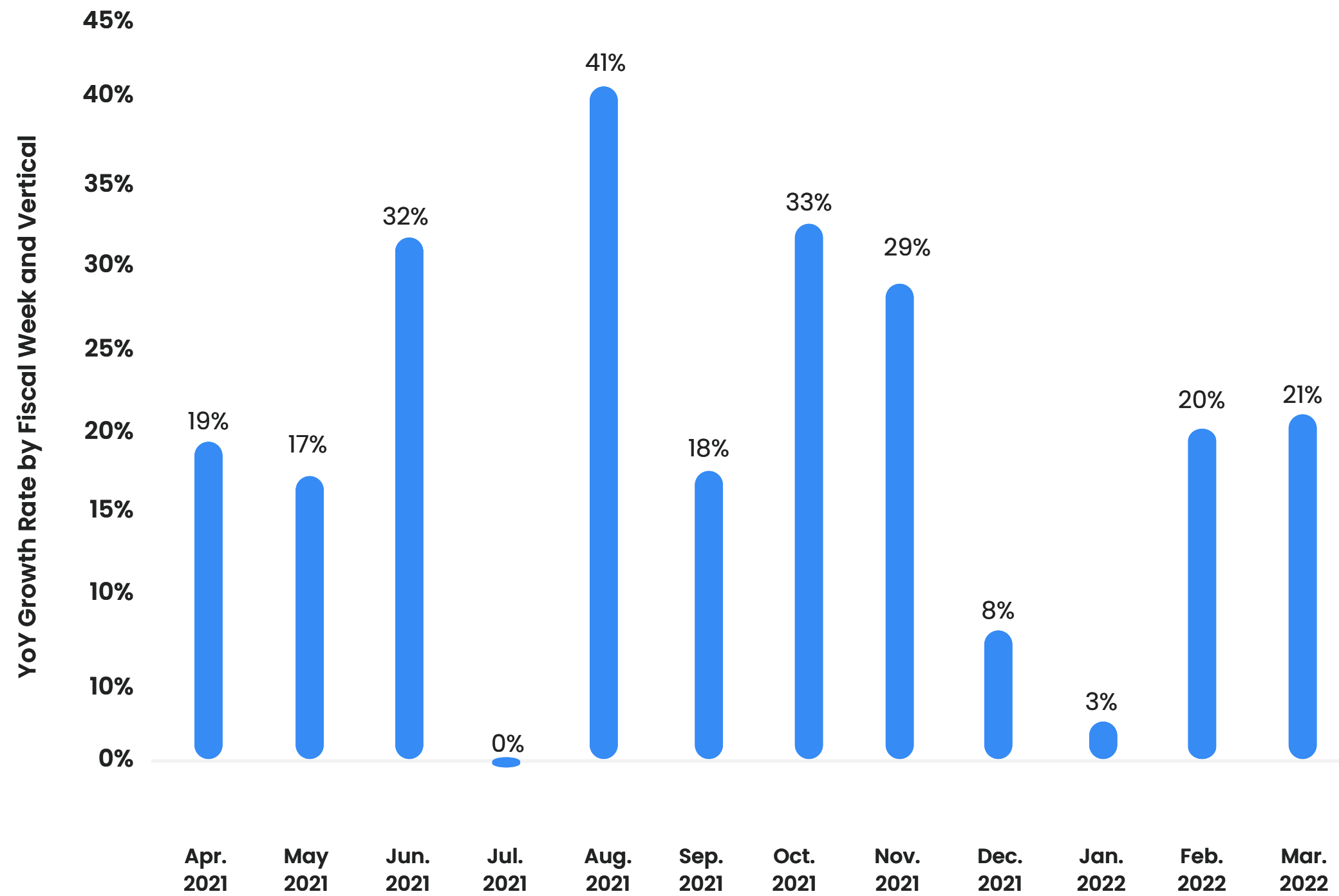
New Customer Revenue by Publisher Category

Content publishers have a new customer rate of 58% in February followed by Other at 48%, Coupon at 42%, and Loyalty at 37%.



Content Publisher YoY Revenue and Commission Trends

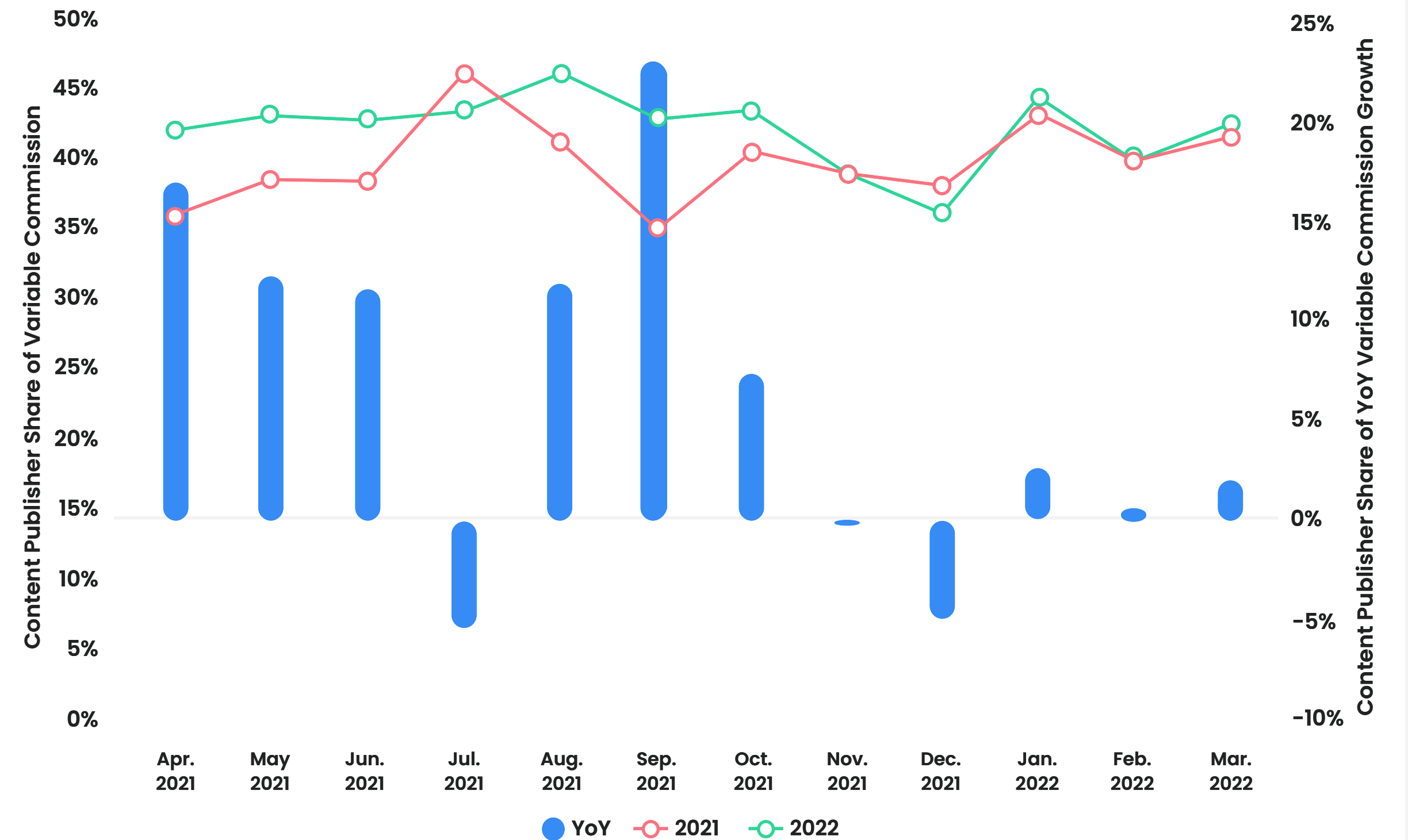
Content Publisher Revenue YoY Growth Rate



During the pandemic, we have observed extremely high revenue growth for Content publisher partners.

In March, YoY revenue growth for content partners was up 21%.

Content Publisher Share of Variable Commission

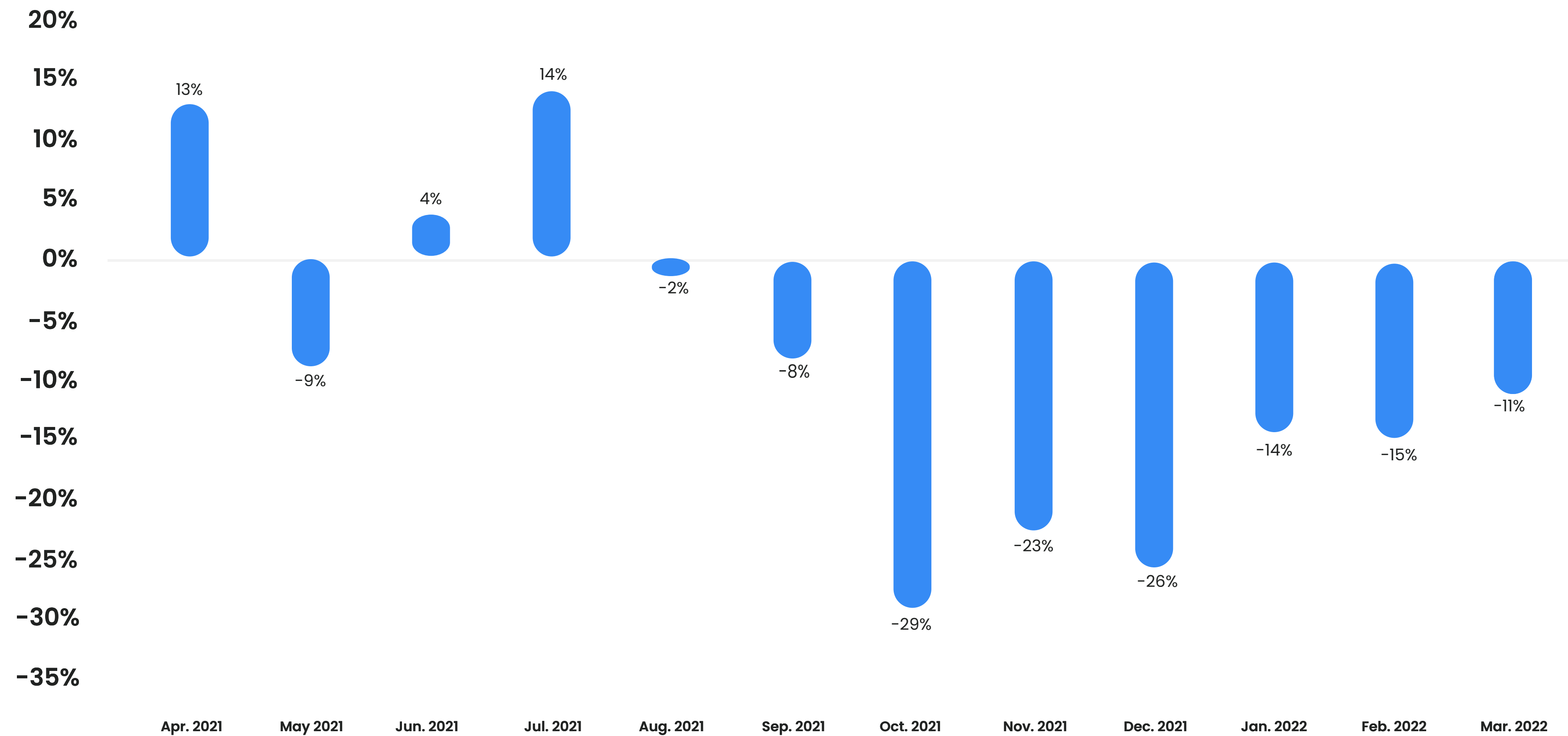


Content partner Share of Variable Commission was 43% in March, increasing 2% YoY.

Coupon publishers' share of variable commission increased 10%, Loyalty increased 4%, and other publishers increased by 14% YoY.

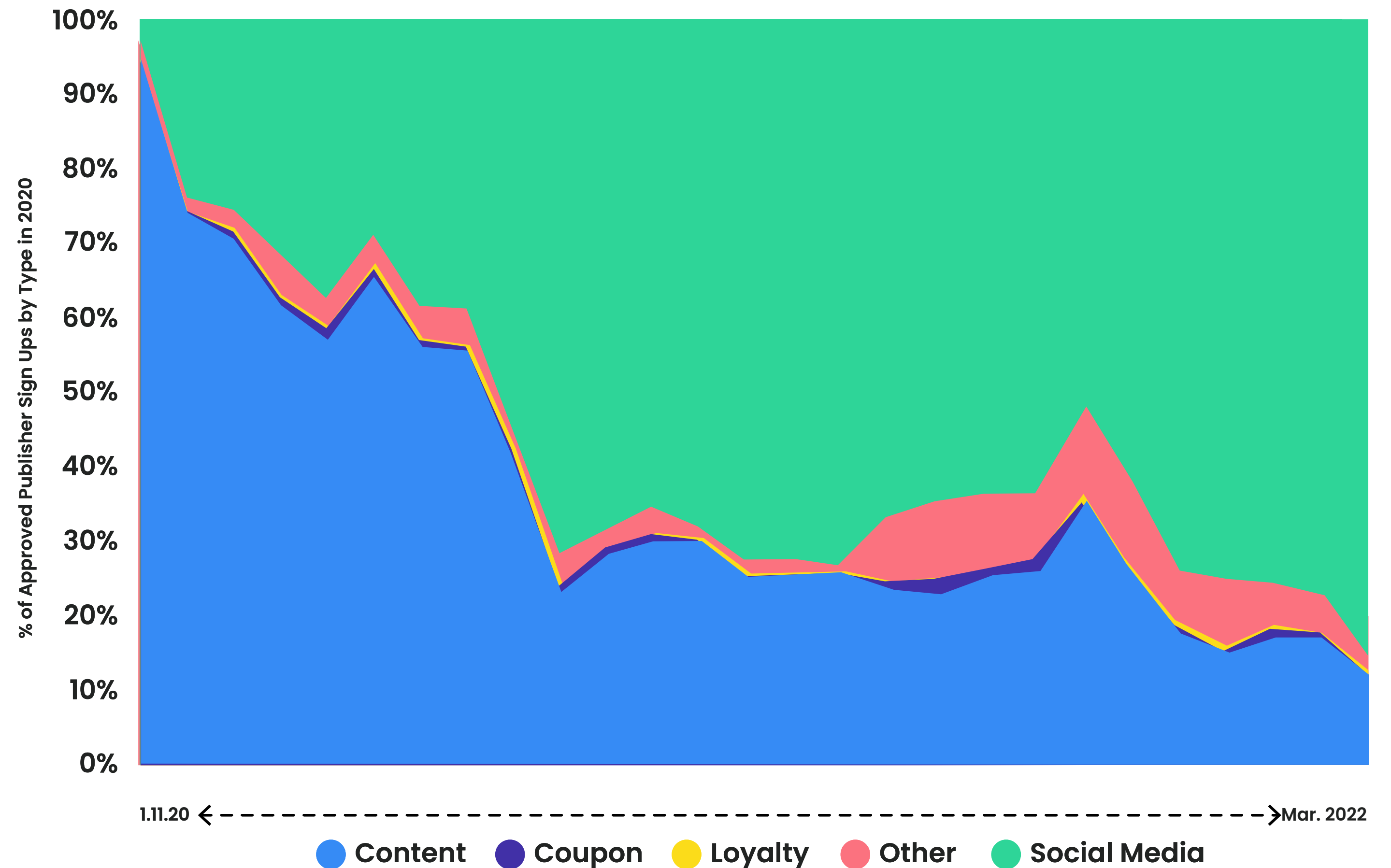
Publisher Partner Application Growth YoY

Publisher partner applications surged during the continuous months of 2020, growth not seen in prior years. In Q4 2021, partner sign ups remained steady, although YoY growth seemingly slowed, due to the significant growth experienced in the year prior. However, partner applications decreased in March 11% YoY.



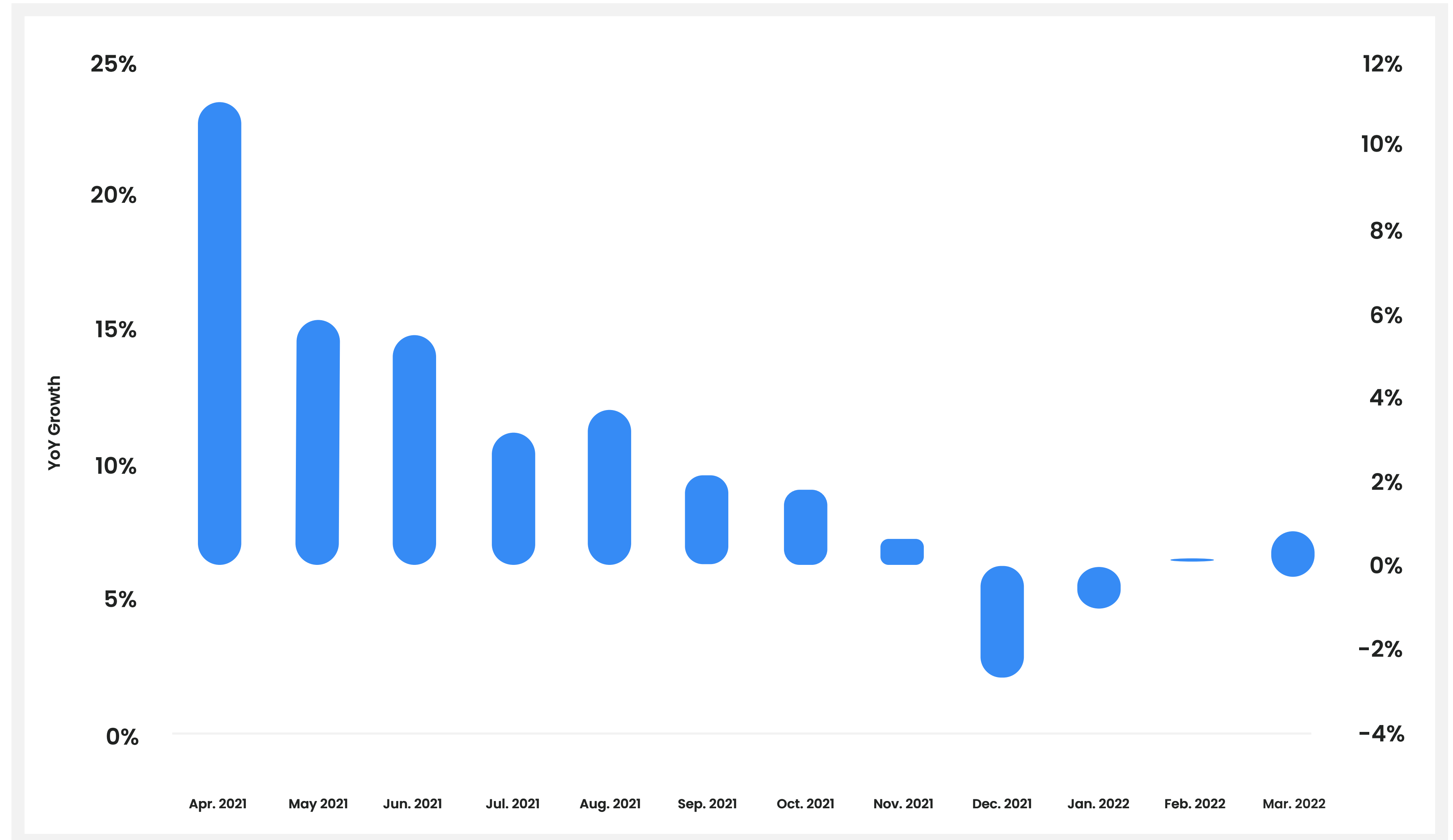
% of Approved Publisher Sign Ups by Type

In 2020, publisher applications were largely from content partners. However, in 2021, we have observed an increase in publishers classified as 'Social media', suggesting that more influencers are turning to affiliate marketing to monetize their content and leverage the channel as a revenue stream.



Average Revenue Generating Connections per Advertiser

As partner applications continue to grow, so do the number of revenue generating connections between advertisers and partners. In March, we saw a 5% YoY increase in the number of advertiser-publisher connections that generated revenue. This suggests a mutual interest from both advertisers and publishers to speed activation and time to revenue within the affiliate channel.





Insights by vertical.

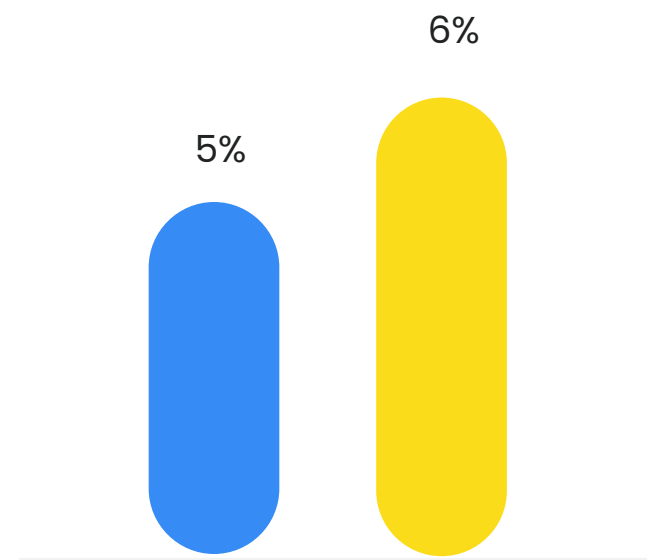


Click and Revenue YoY Growth Rate by Vertical

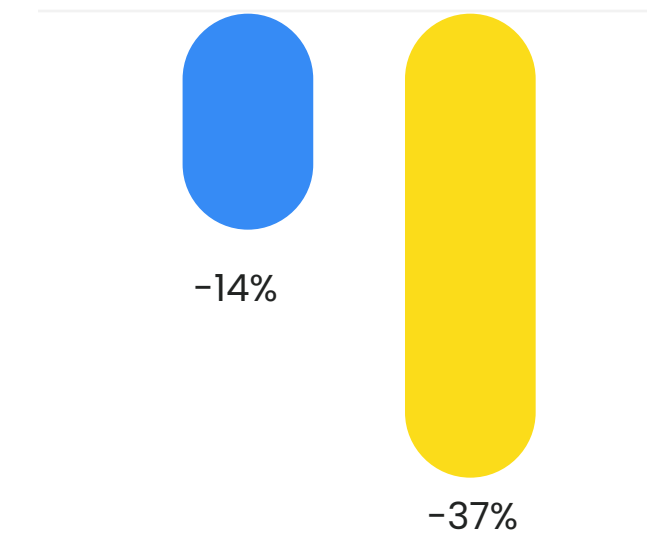
All data represents YoY growth for the end of March 2022.



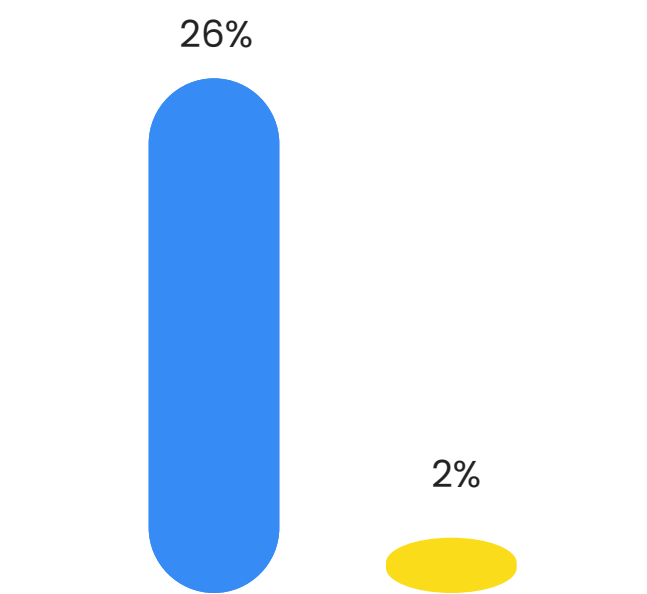
Gross revenue YoY Clicks YoY



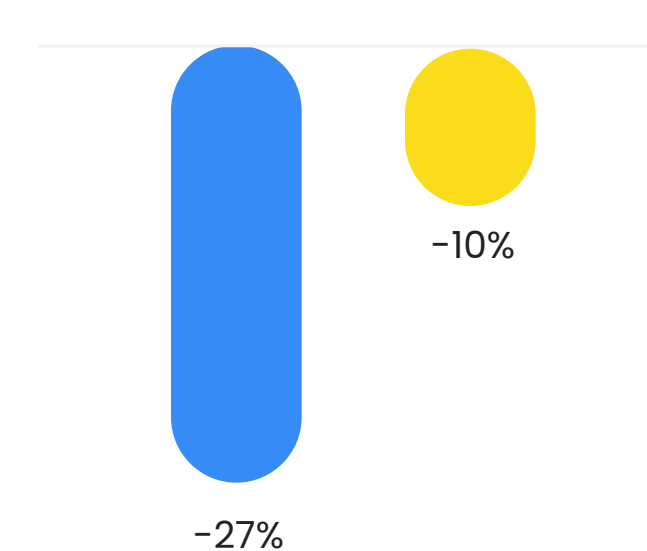
Gross revenue YoY Clicks YoY



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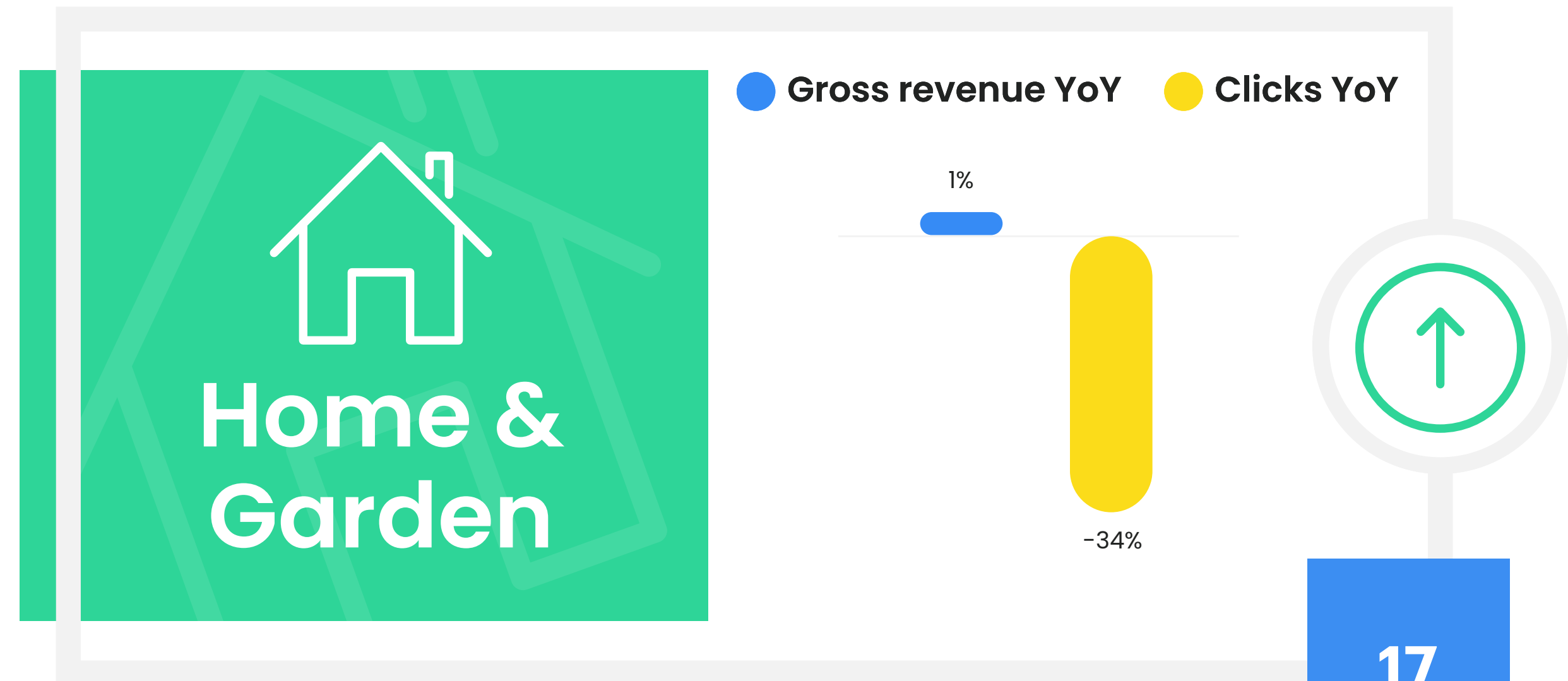
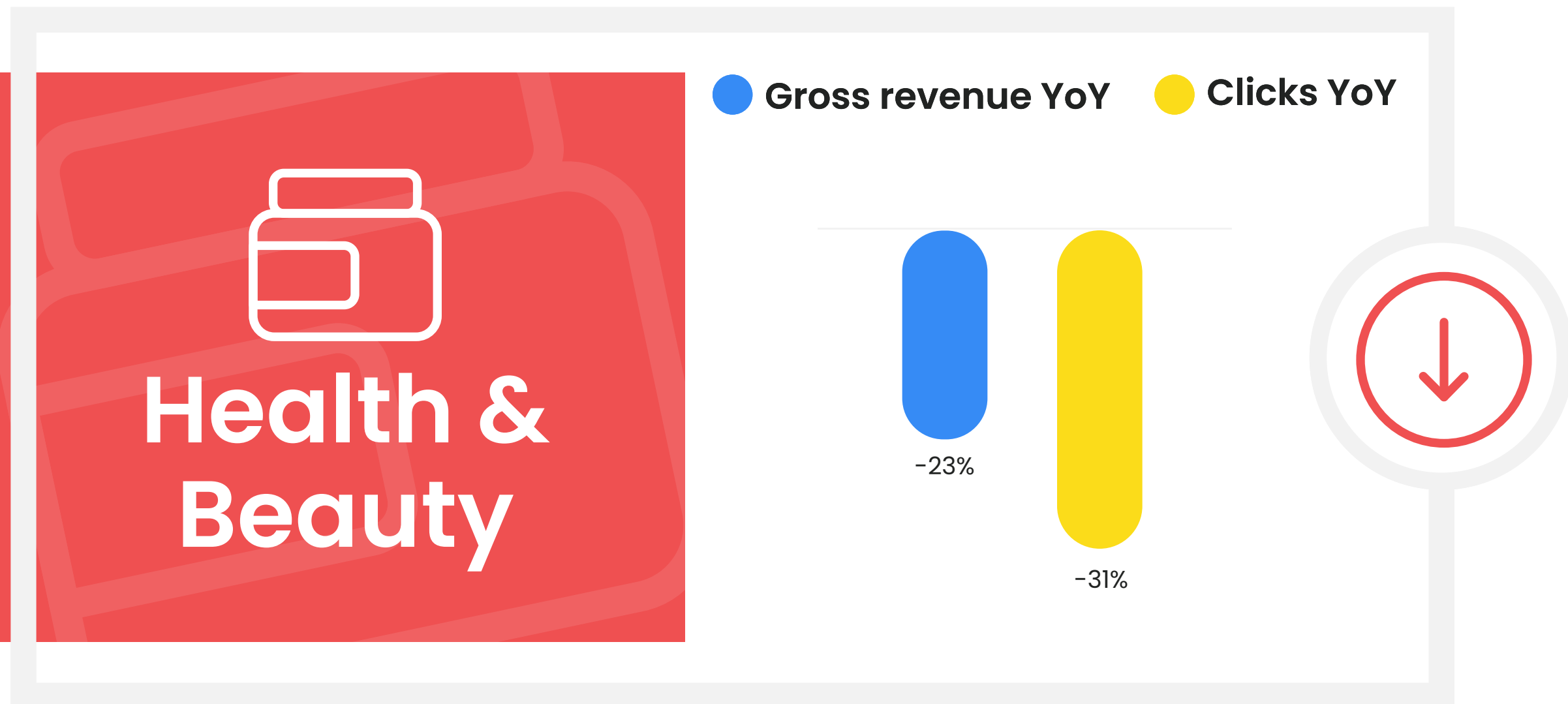
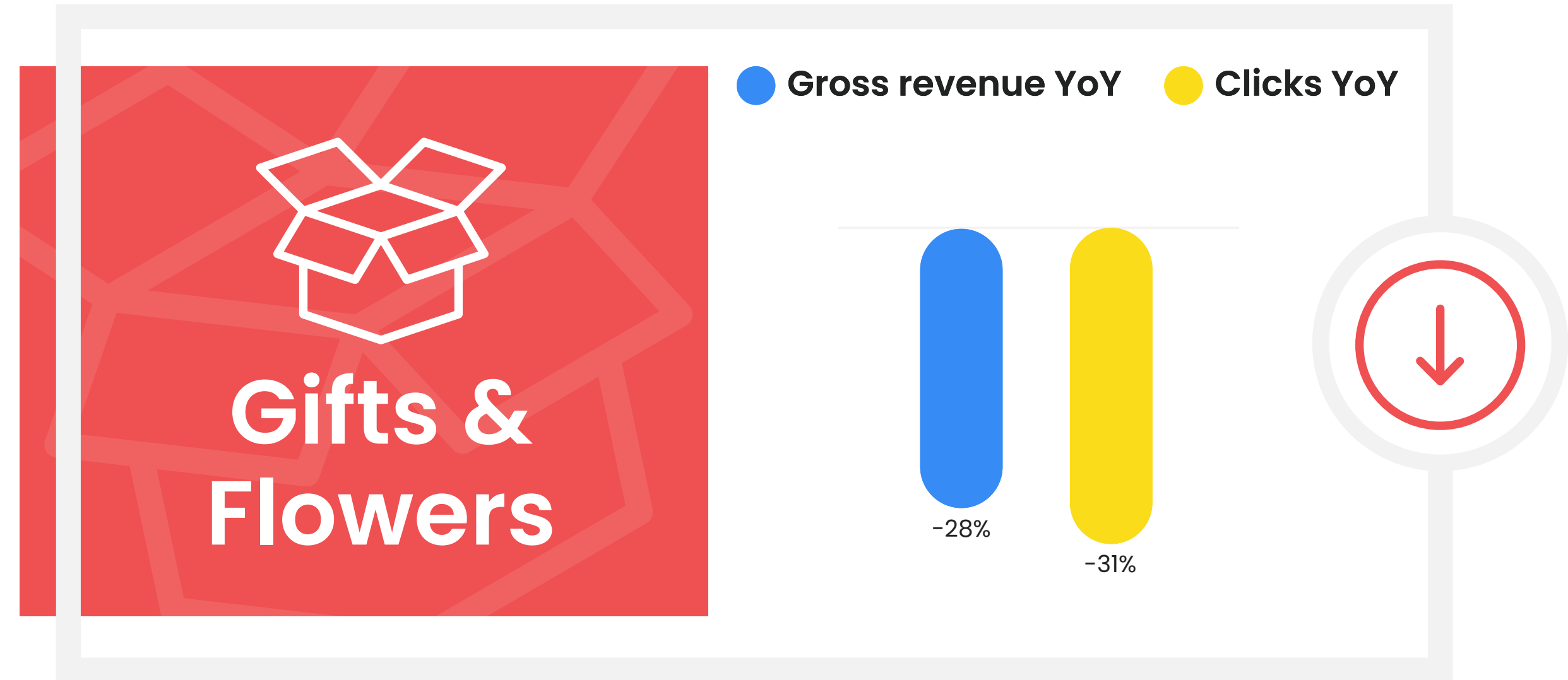
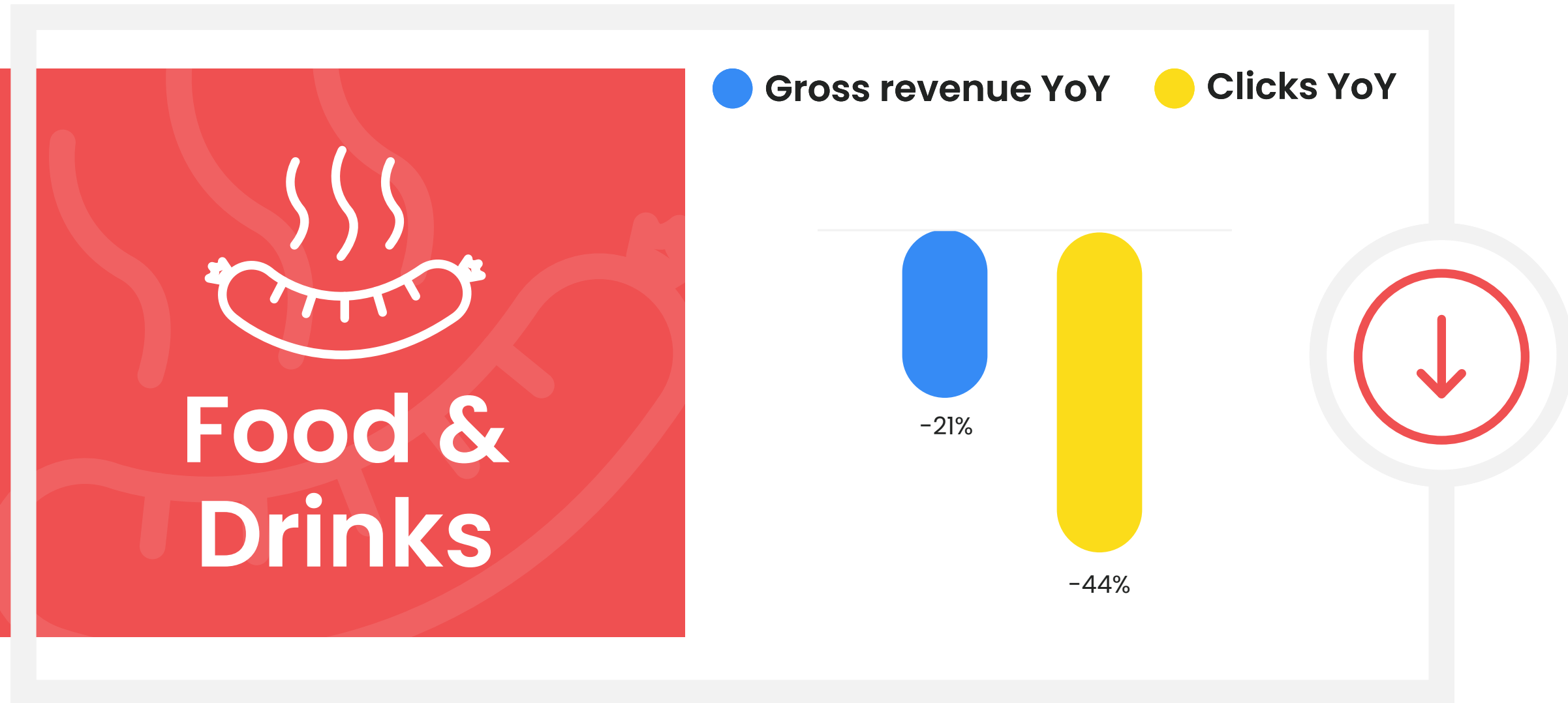


Gross revenue YoY Clicks YoY



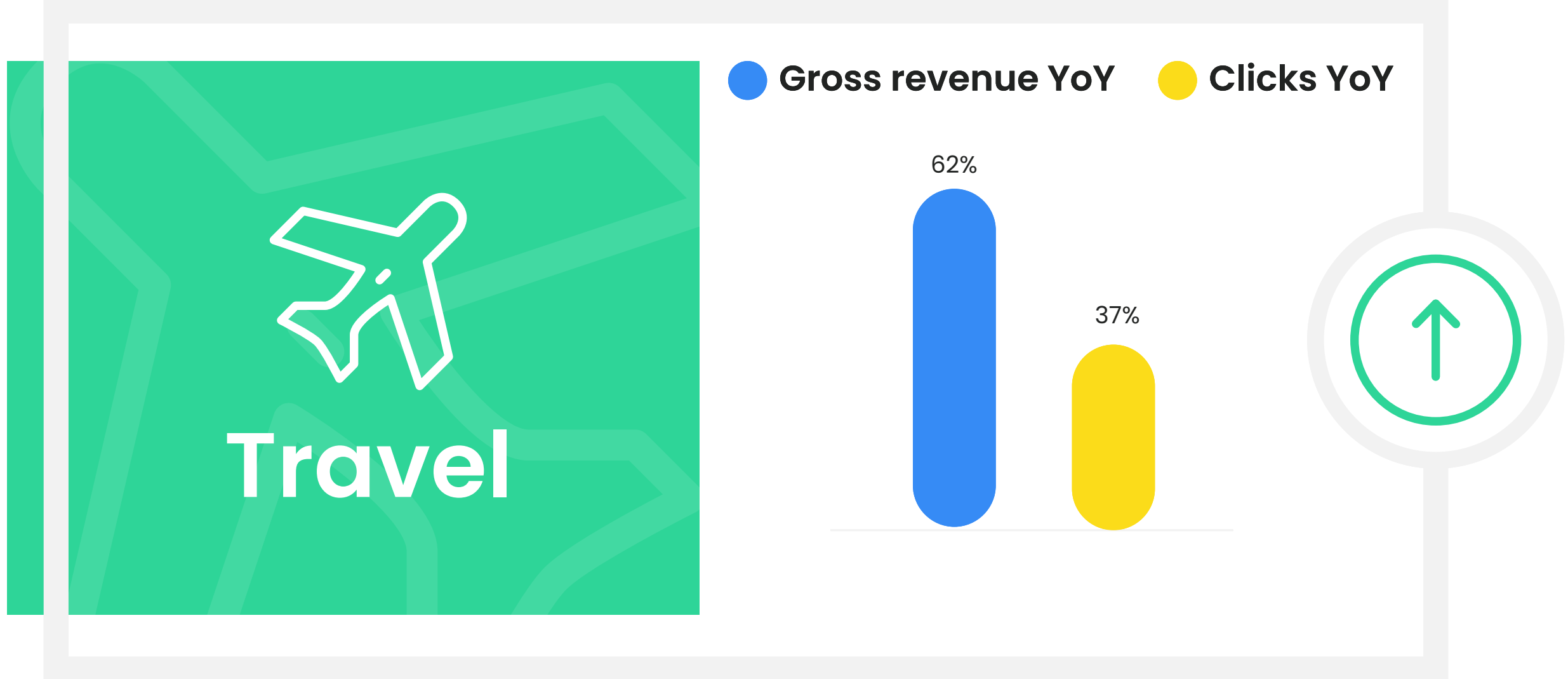
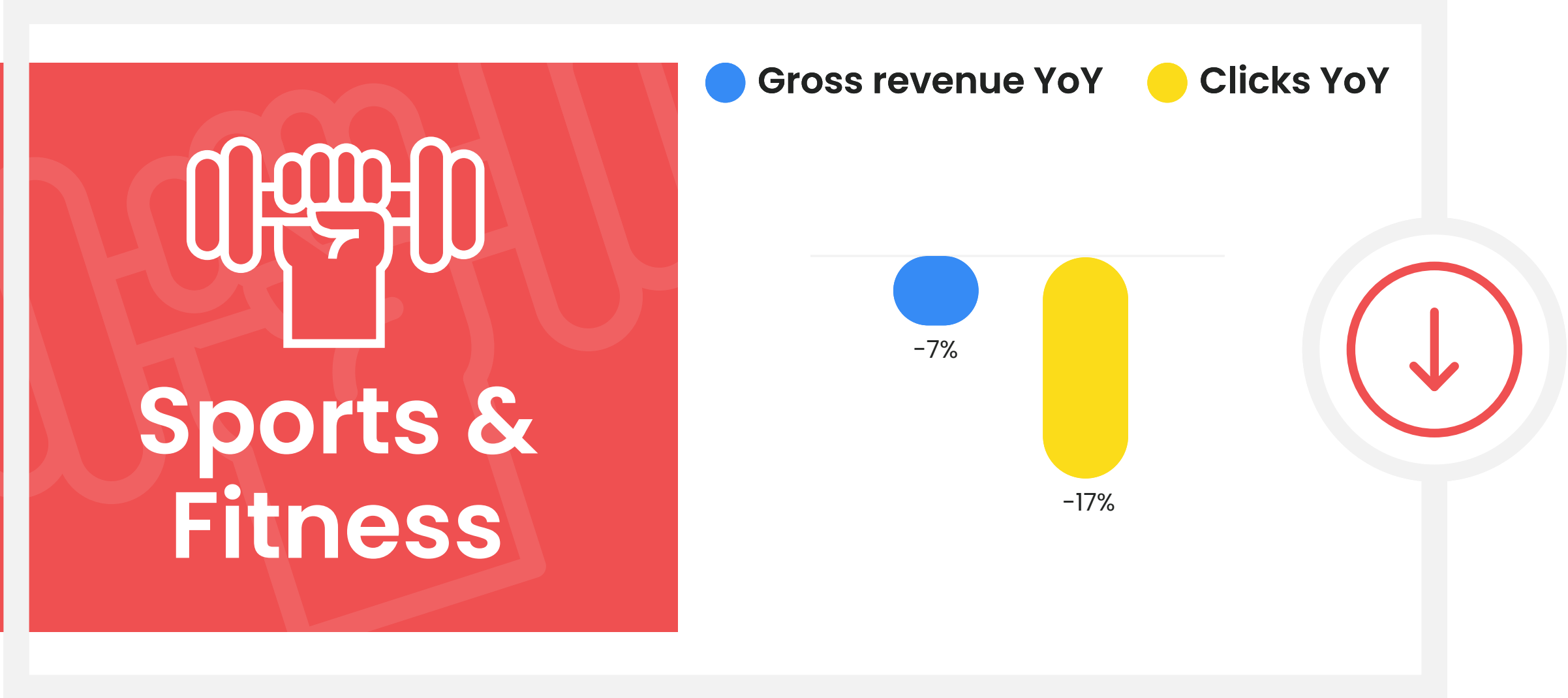
Click and Revenue YoY Growth Rate by Vertical

All data represents YoY growth for the end of March 2022.

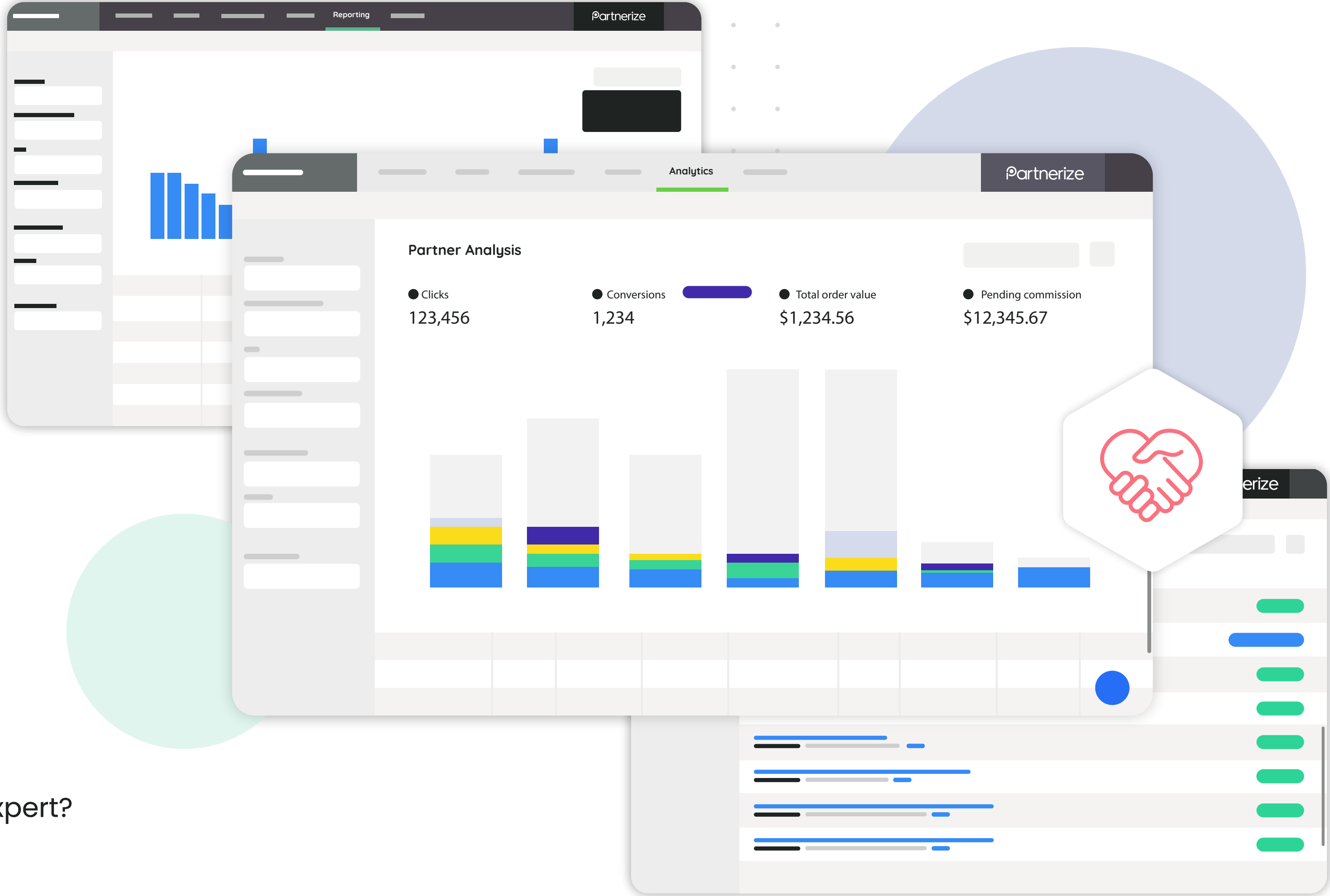


Click and Revenue YoY Growth Rate by Vertical

All data represents YoY growth for the end of March 2022.



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Interested in learning more with a Partnerize expert?
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