Partnerize

Partnership Growth Index™
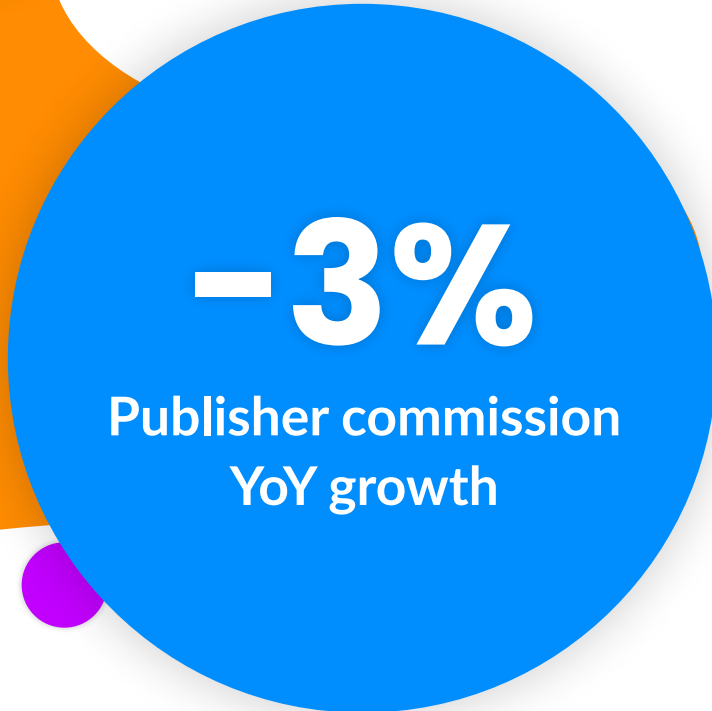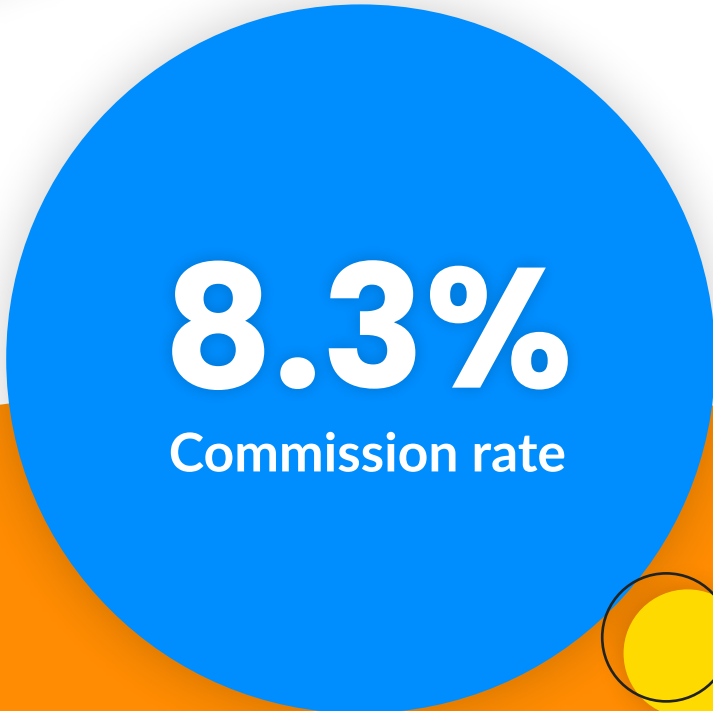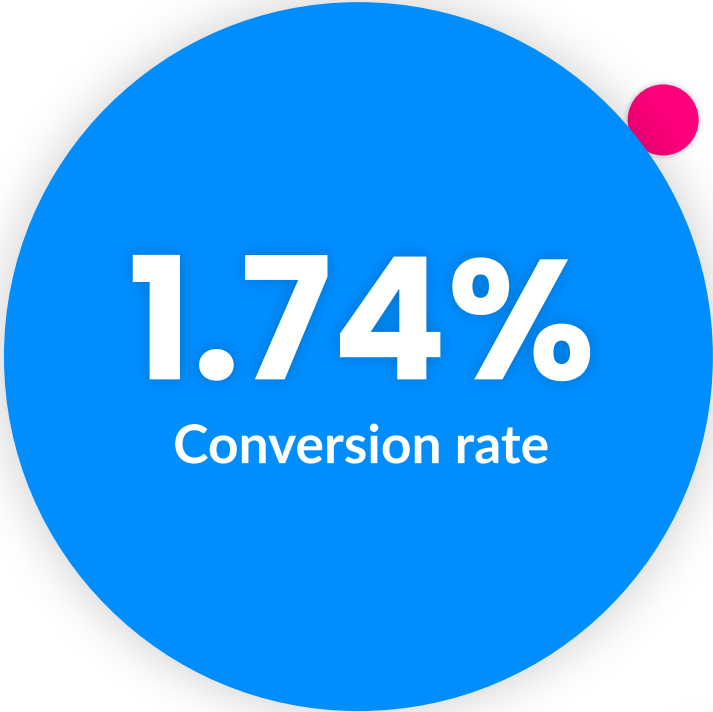
AMR Edition

Updated for Q1 2024

Introduction

Now, more than ever, marketers need data to serve as their guide. In response to this need, Partnerize examined key trends across regions to lend marketers insight they need to effectively benchmark, compare and optimize their partnership programs published in the Partnership Index.

The region-specific AMR Partnership Index measures same store sales activity across all major industries directly attributable to partnerships in 2024 in comparison to the same period in 2023. AMR brands tracked on the Partnerize platform contribute to the analysis of key trends including revenue, commission, conversion attributes and customer behavior.

Quarterly highlights

$142
Average order value (AOV)

1.74%
Conversion rate

$12.04
ROAS

62/55
Average click active* partners per network/campaign

8.3%
Commission rate

1%
Revenue YoY growth

−3%
Publisher commission YoY growth

38/34
Average conversion* active partners per network/campaign
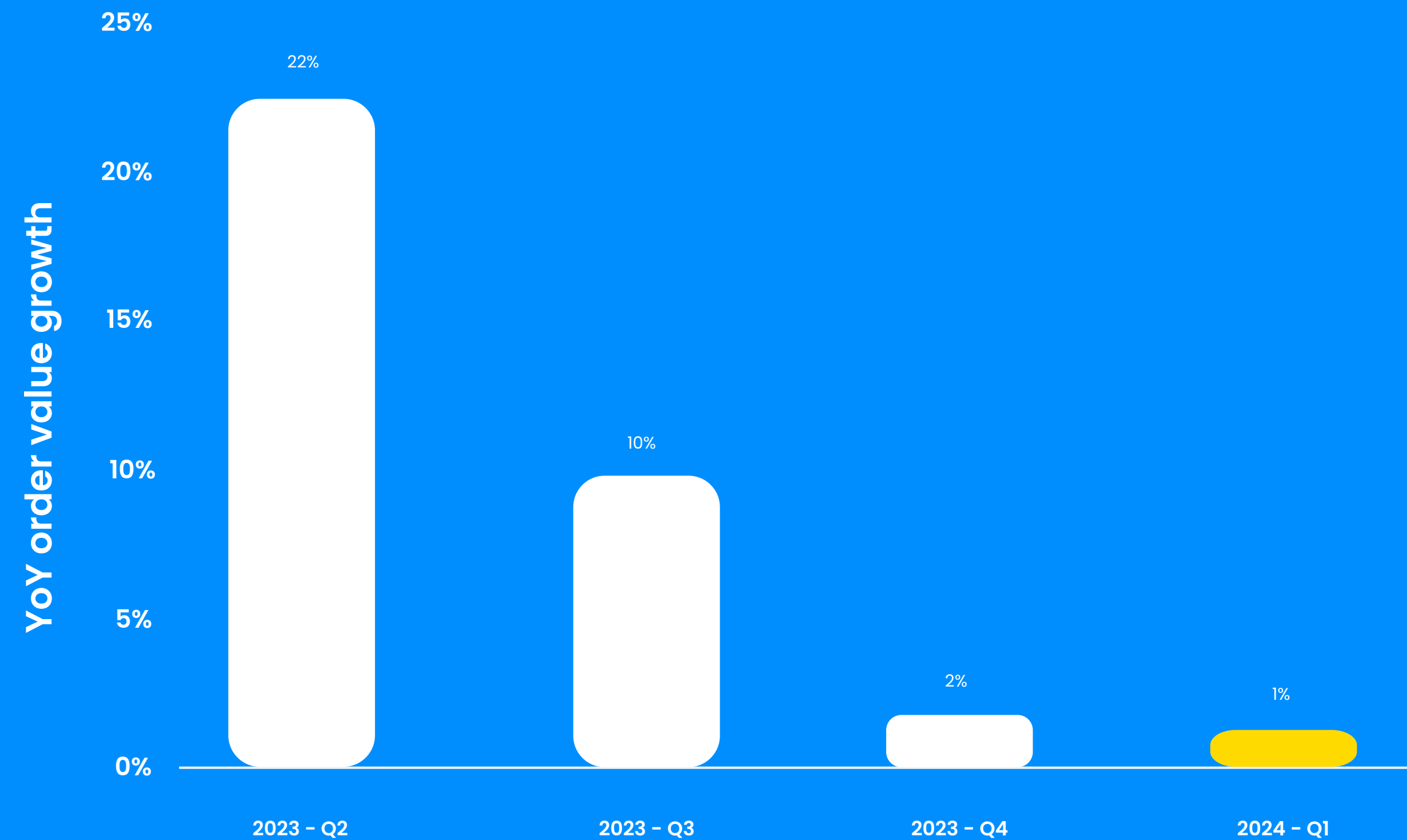
* Click Active means > 10 clicks in quarter | Conversion Active means > 0 conversions in quarter.

Order value growth YoY

YoY order value growth

25%
22%

20%

15%

10%
10%

5%
2%
1%

0%

2023 – Q2   2023 – Q3   2023 – Q4   2024 – Q1
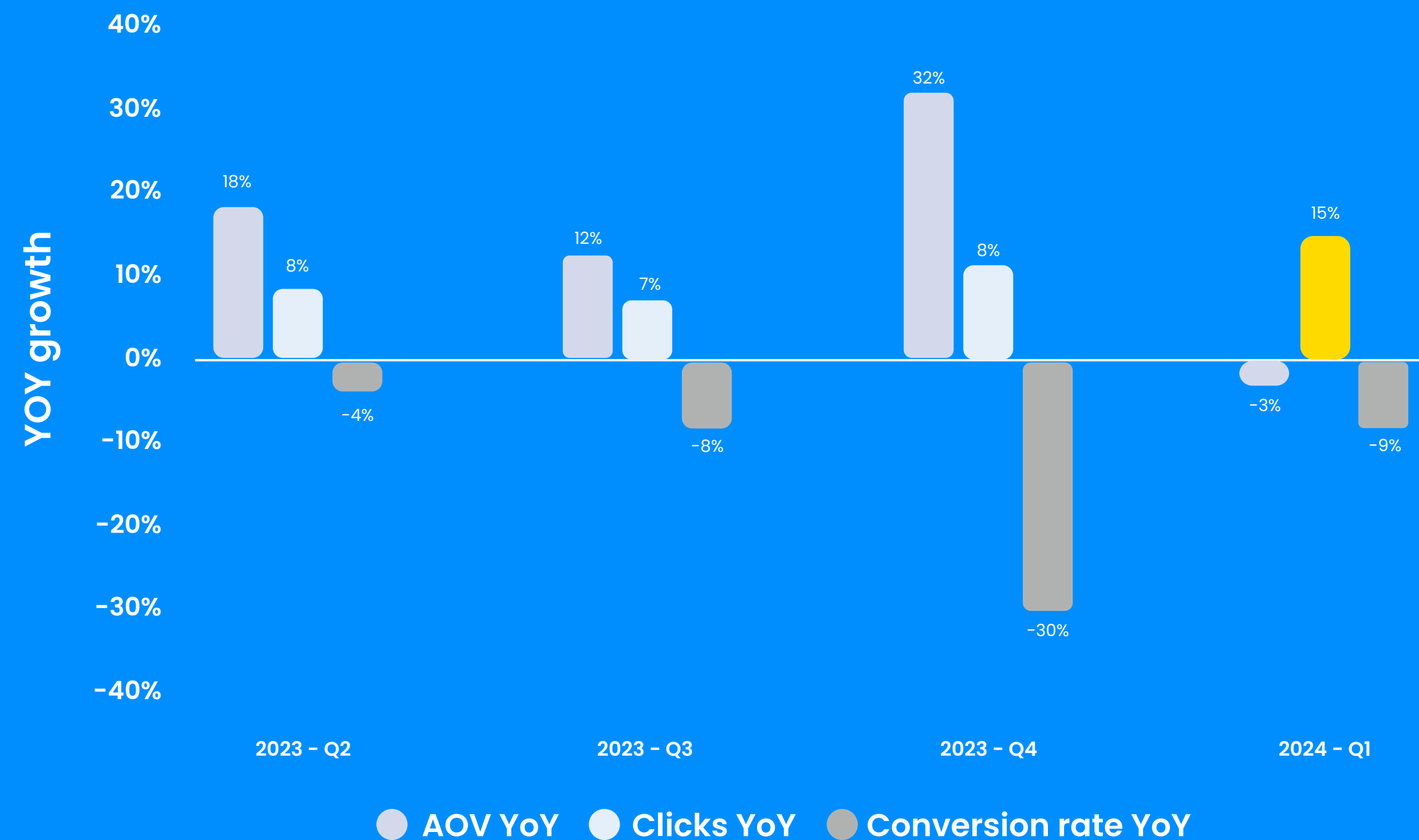
1%

AMR revenue growth was up 1% YoY in Q1 2024.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q4 2021.

Drivers of quarterly growth Q1

Drivers of growth rate

YOY growth

- 2023 - Q2: AOV 18%, Clicks 8%, Conversion rate -4%
- 2023 - Q3: AOV 12%, Clicks 7%, Conversion rate -8%
- 2023 - Q4: AOV 32%, Clicks 8%, Conversion rate -30%
- 2024 - Q1: Clicks -3%, AOV 15%, Conversion rate -9%

Legend: ● AOV YoY ● Clicks YoY ● Conversion rate YoY

15%

Q1 revenue growth was due to an 15% increase in average order value (AOV), while there was a 3% decrease in clicks. Conversion rate was also down 9% YoY.
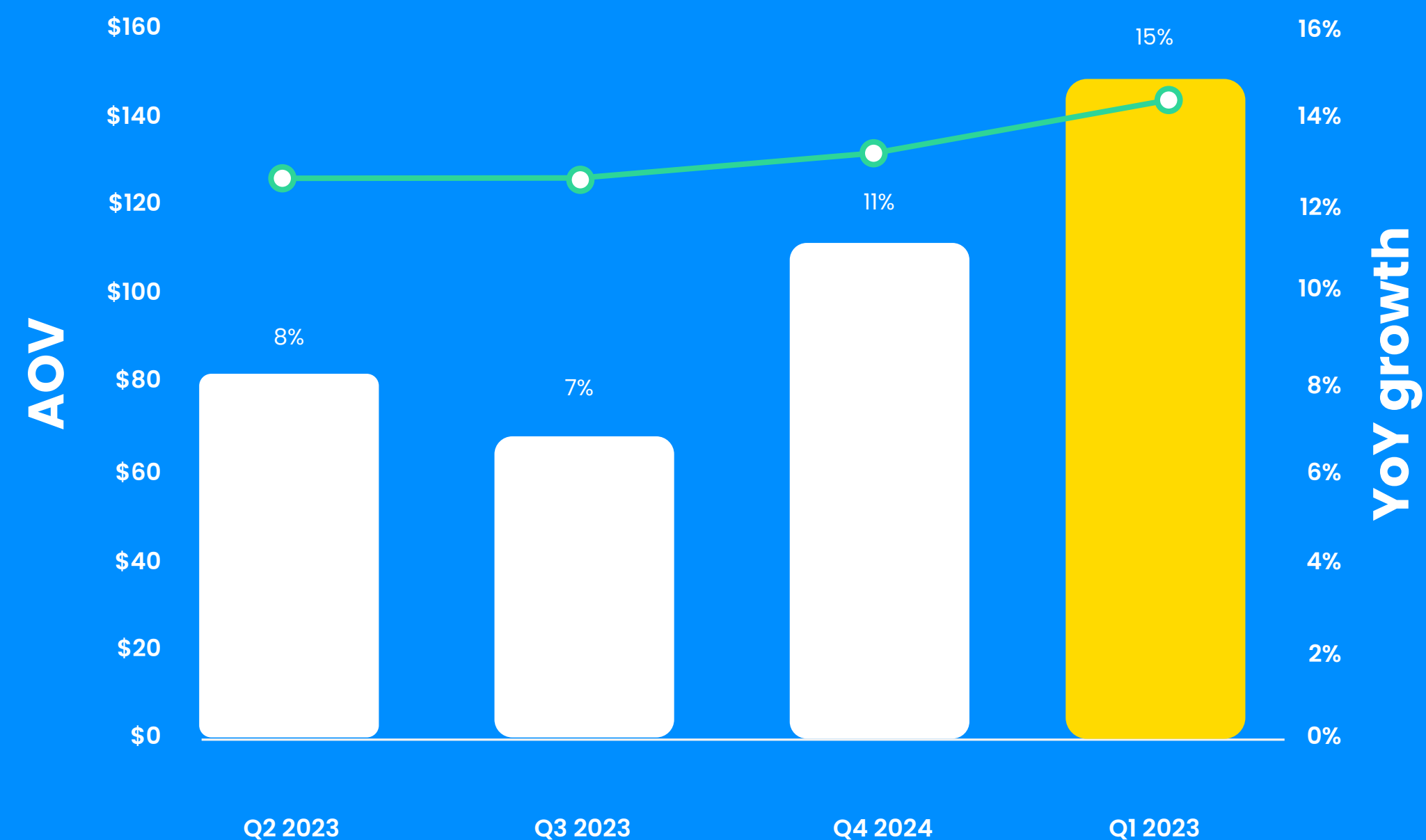
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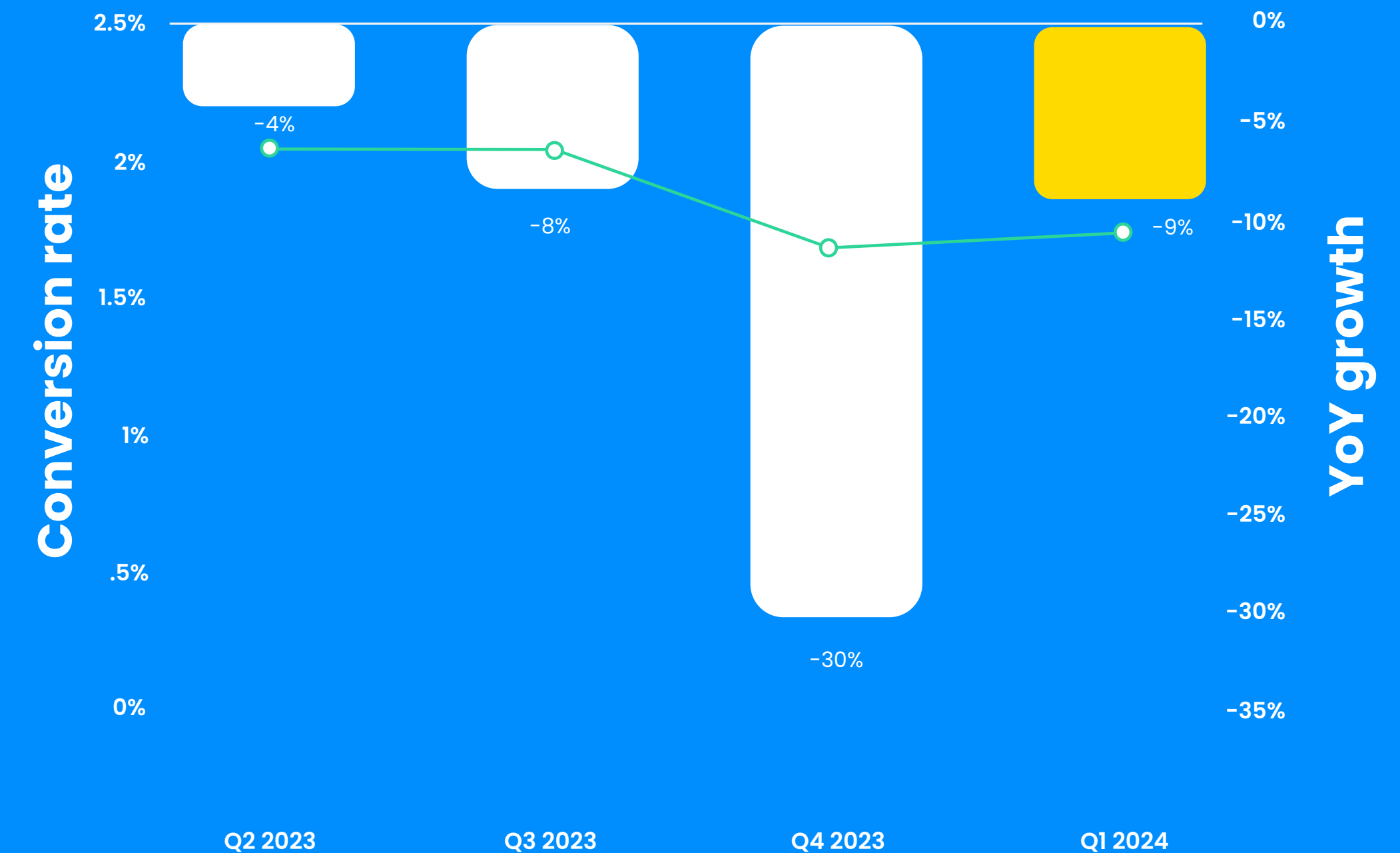
AOV (USD) and conv rate trends

AOV Trends

○ AOV YoY   ○— AOV

Q2 2023	Q3 2023	Q4 2024	Q1 2023

AOV has grown 15% YoY in Q1 2024 to $142 USD.

Conversion Rate Trends

○ Conversion rate YoY   ○— Conversion rate

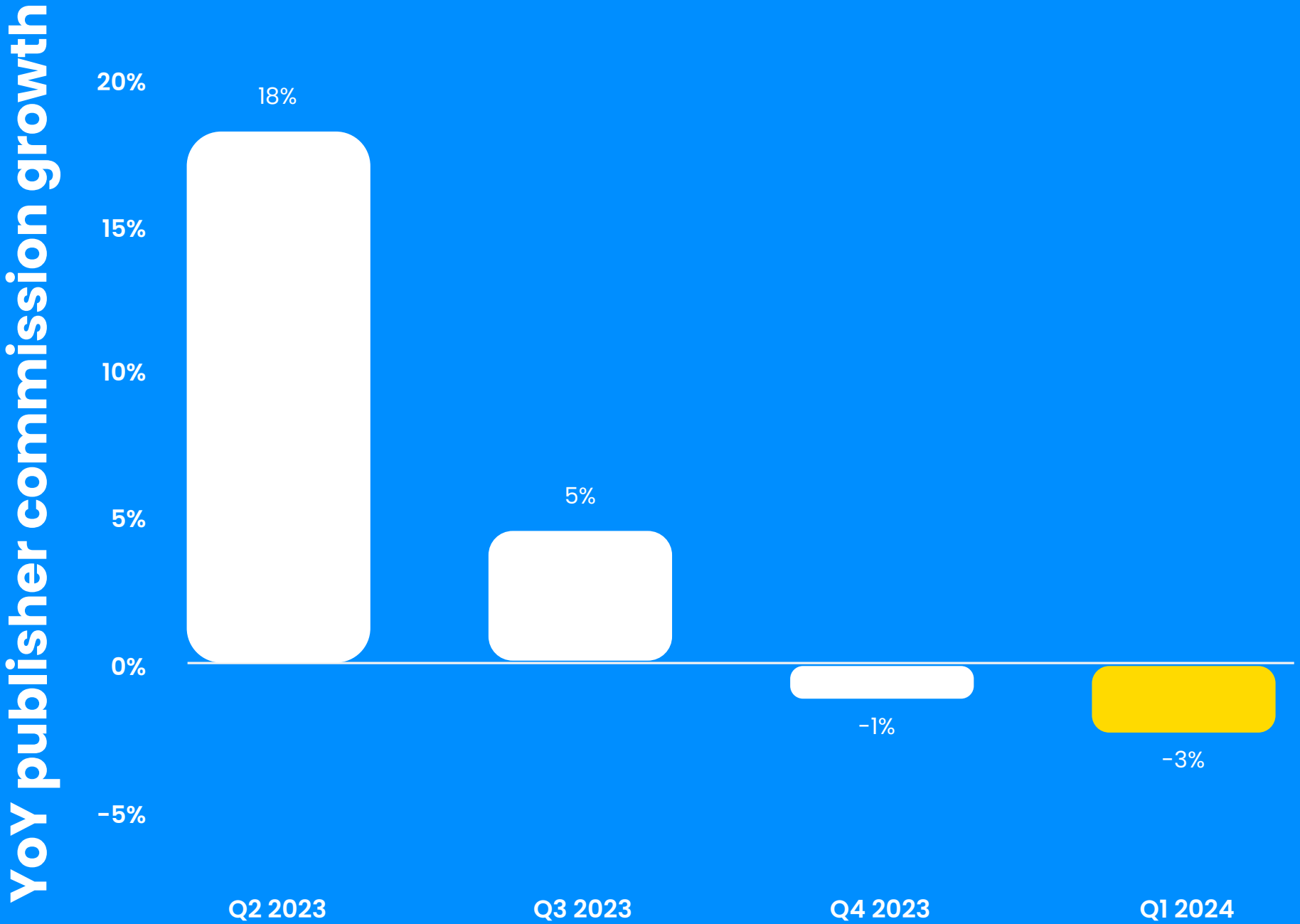|			
Q2 2023	Q3 2023	Q4 2023	Q1 2024

Conversion Rate in Q1 2024 was 1.74%, a 9% decrease YoY.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q4 2021.

Publisher commission growth YoY

YoY publisher commission growth

YoY publisher commission growth

- 20% — 18%
- 15%
- 5% — 5%
- 10%
- 5%
- 0% — -1%
- -3%
- -5%

Q2 2023 Q3 2023 Q4 2023 Q1 2024

Commission paid to publishers has decreased 3% YoY in Q1 2024.

Avg publisher commission rate trends

⬤ APCR YoY ◯─ Avg partner commission rate

APCR

- 10% — 0%
- 9%
- 8%
- 7%
- 6%
- 5%
- 4%
- 3% — -3%
- 2%
- 1%
- 0%

-3%
-5%
-3%
-4%

-1%
-2%
-3%
-4%
-5%
-6%

YoY growth

Q2 2023 Q3 2023 Q4 2023 Q1 2024

The average publisher commission rate in Q1 2024 was 8.3%, a 4% decrease YoY.

Metrics are associated with approved + pending transactions from campaigns that
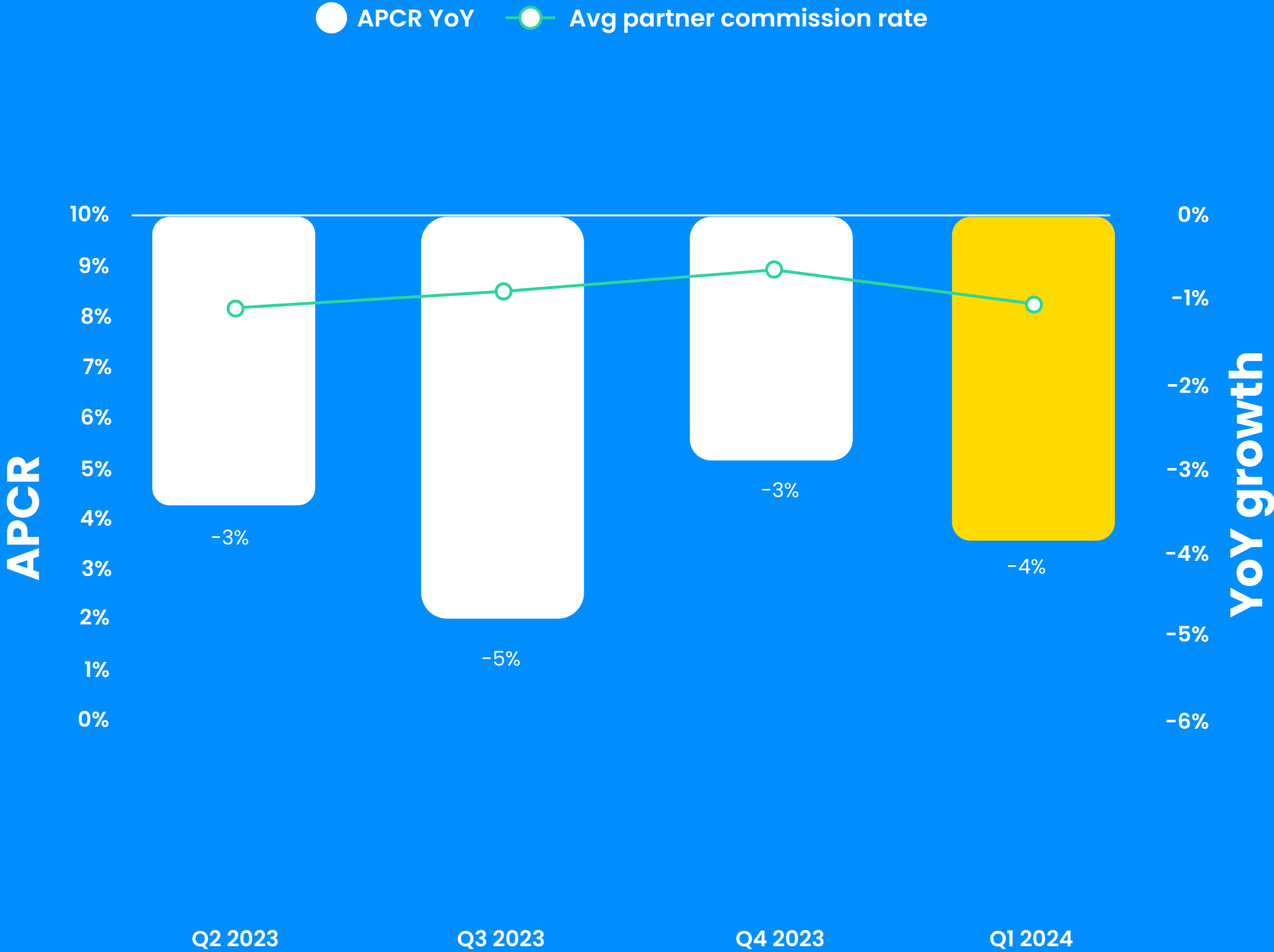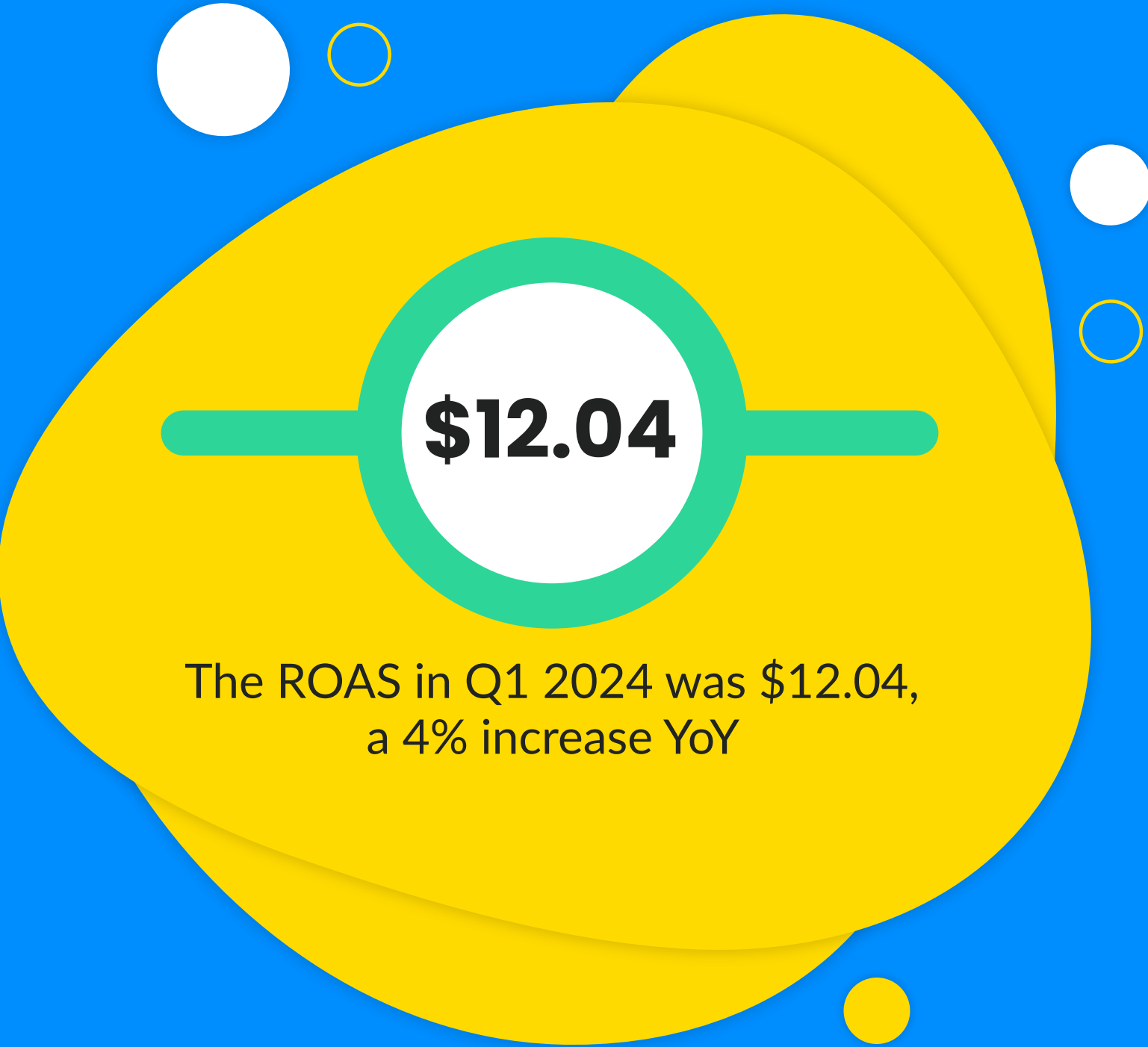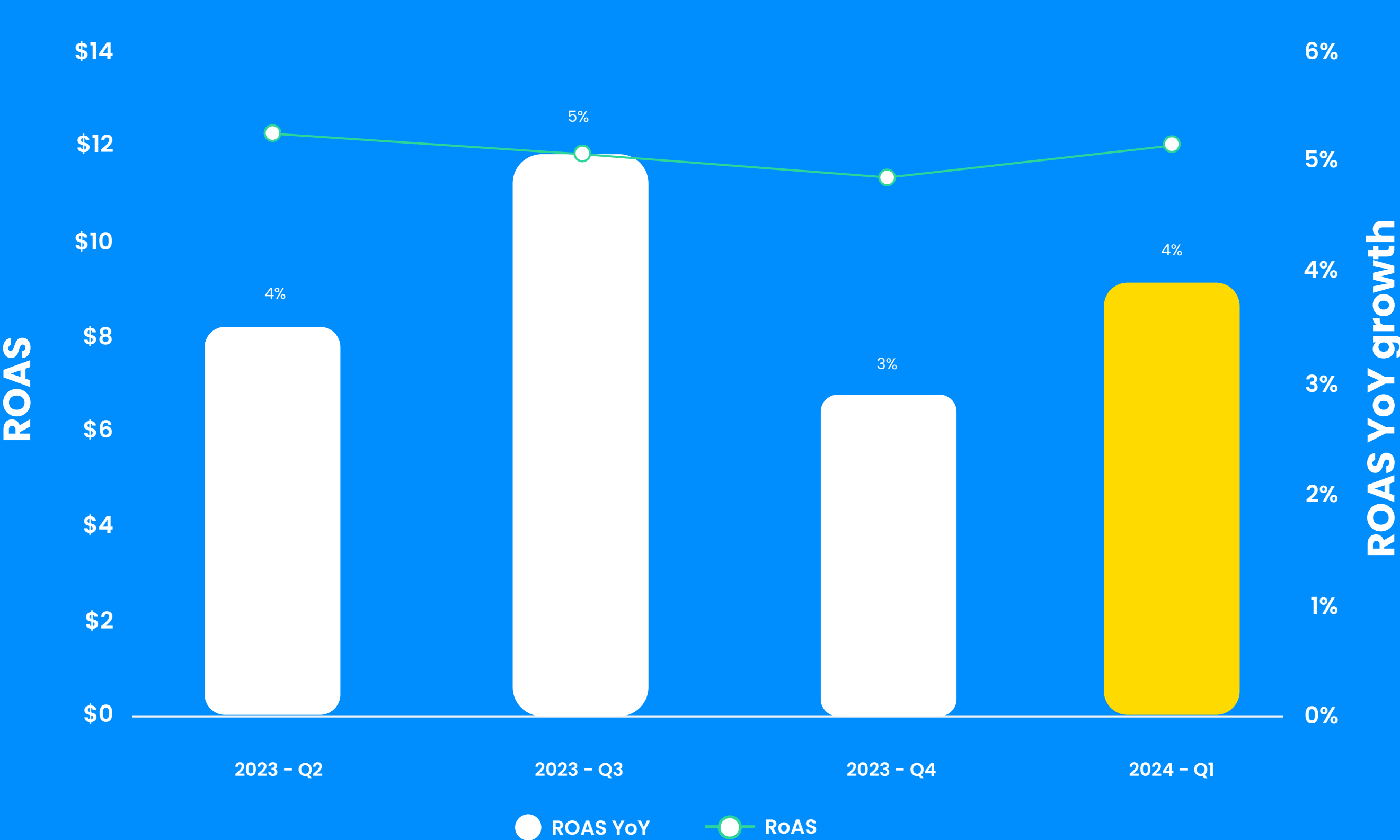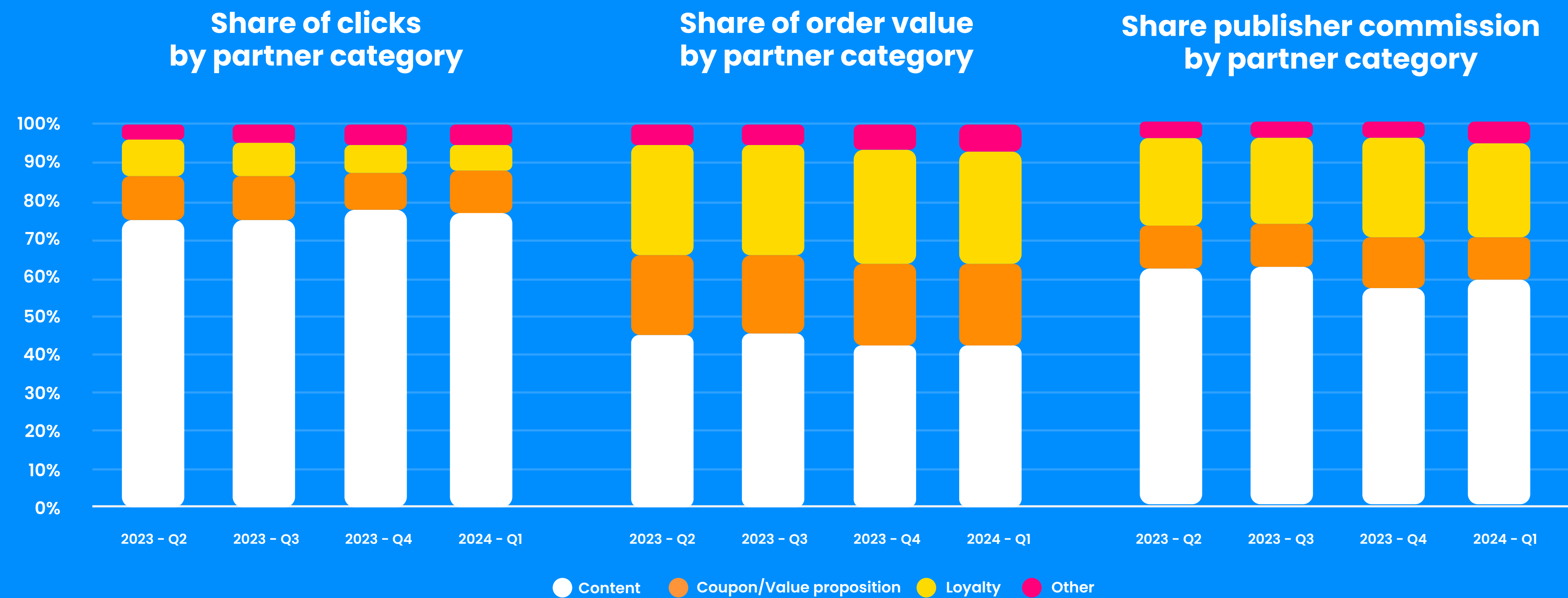have been on the Partnerize platform since Q4 2021.

2024 Q1 share by partner category

Share of clicks by partner category

Share of order value by partner category

Share publisher commission by partner category

Legend: Content, Coupon/Value proposition, Loyalty, Other

- Content partners have maintained the majority share of clicks and publisher commissions in 2024.

- Content , Coupon and Loyalty partners drive the majority of revenue for brands.

- BNPL is an emerging partner type.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q4 2021.

2024 Q1 share by partner category

Partner vertical group	AOV (USD)	Conversion rate	Avg partner commission rate	ROAS (USD)
Buy Now Pay Later	$203	3.5%	8%	$13
Content	$143	0.9%	12%	$8
Coupon/Value proposition	$122	3.9%	5%	$21
Loyalty	$159	7.2%	6%	$15
Other	$108	2.4%	8%	$13

- When evaluating partner categories across many KPIs, we see that each category has valuable contributions to a healthy diversified program.
- BNPL and Loyalty have the highest AOV.
- Coupon and Loyalty and BNPL have the highest Conv Rate.
- Coupon has the highest ROAS.

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Partnerize

A better way to partner.

Interested in learning more with a Partnerize expert? Contact us at

contact@partnerize.com