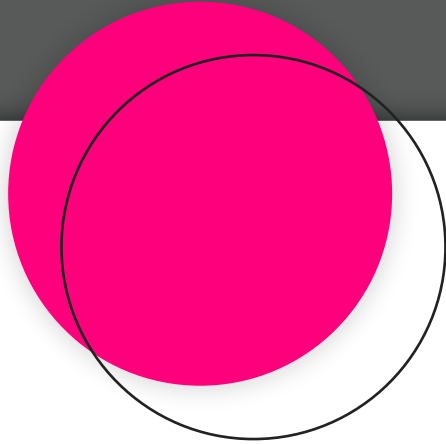




Partnerize

Partnership Growth Index™

AMR Edition

Updated for Q1 2025

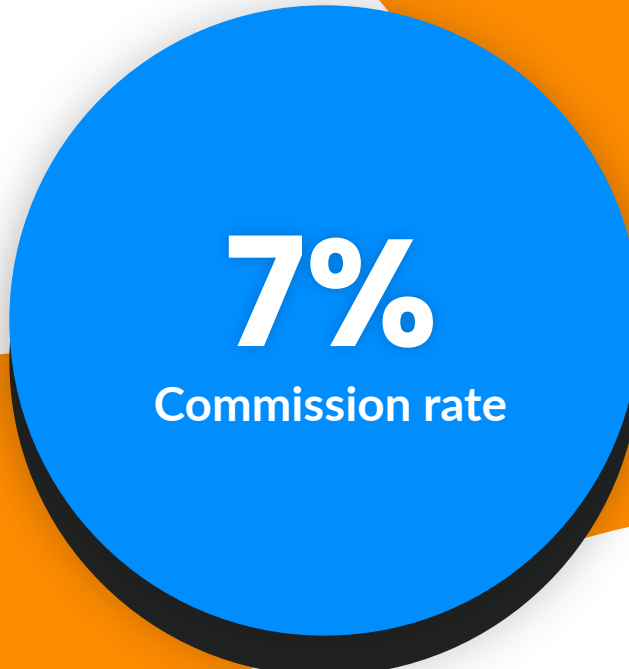
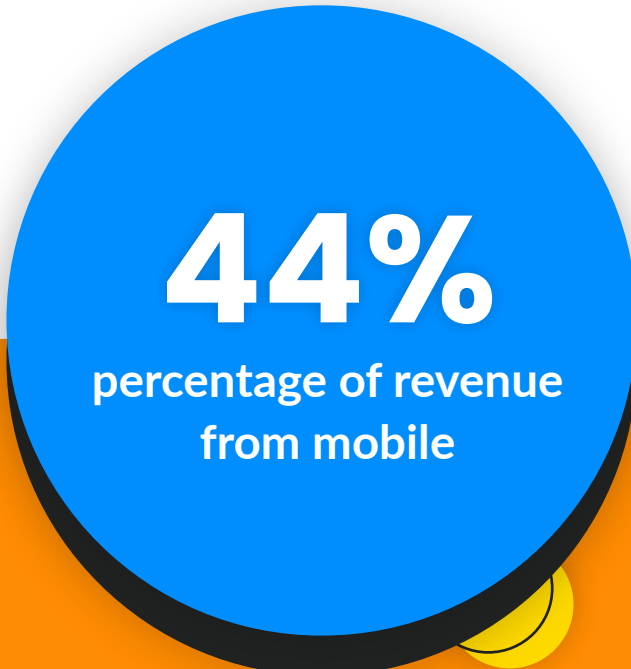
Introduction

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 2025 in comparison to the same period in 2024. AMR brands tracked on the Partnerize platform contribute to the analysis of key trends including revenue, commission, conversion attributes and customer behavior.

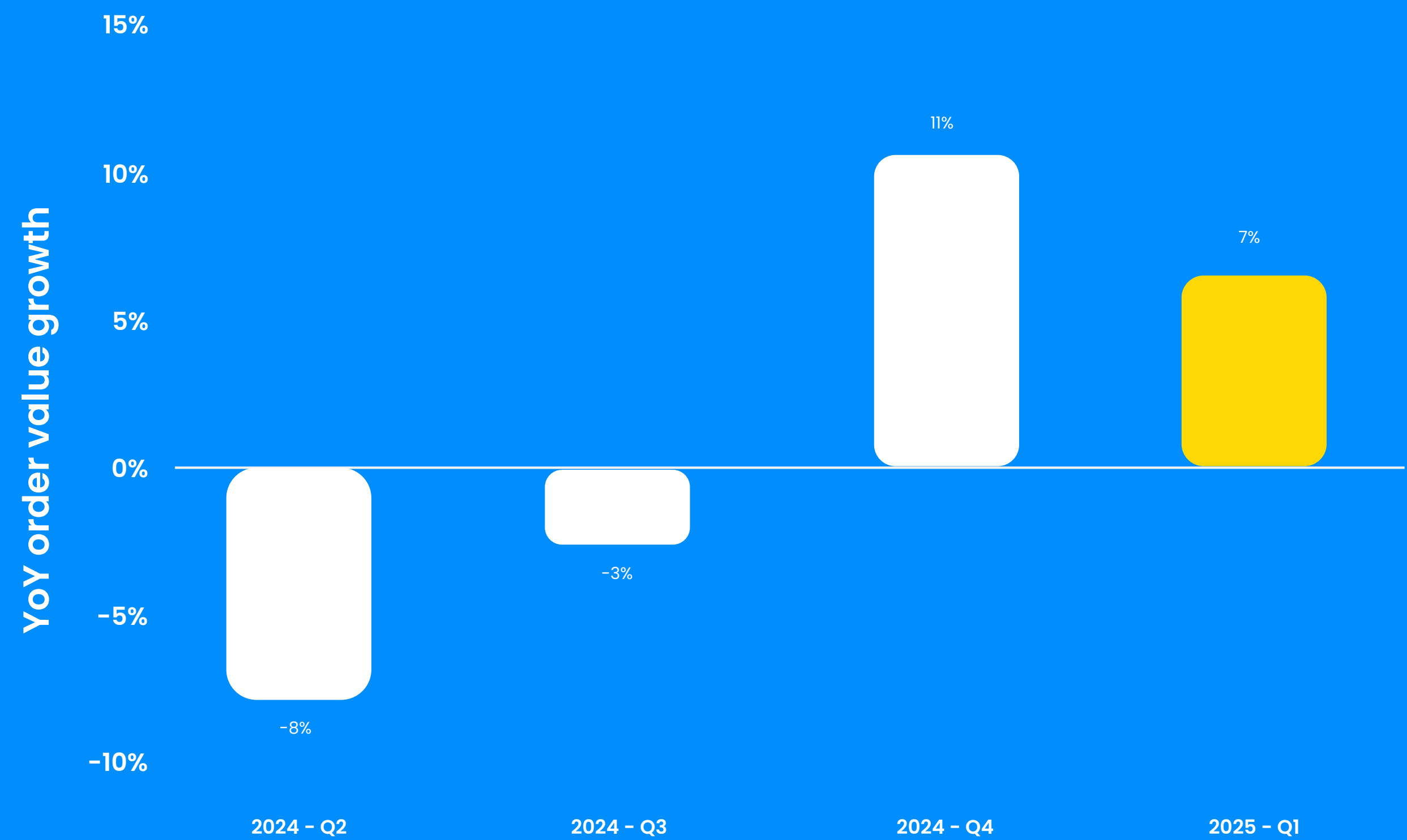
The Partnership Index is not intended as a proxy for overall partnership marketing activity, e-commerce activity overall, or the performance of any individual business, including Partnerize t/a Performance Horizon Group. On a periodic basis, we review and update methodology and perform normalization to account for data anomalies that may occur.

Quarterly highlights



* Click Active means > 10 clicks in quarter | Conversion Active means > 0 conversions in quarter.

Order value growth YoY



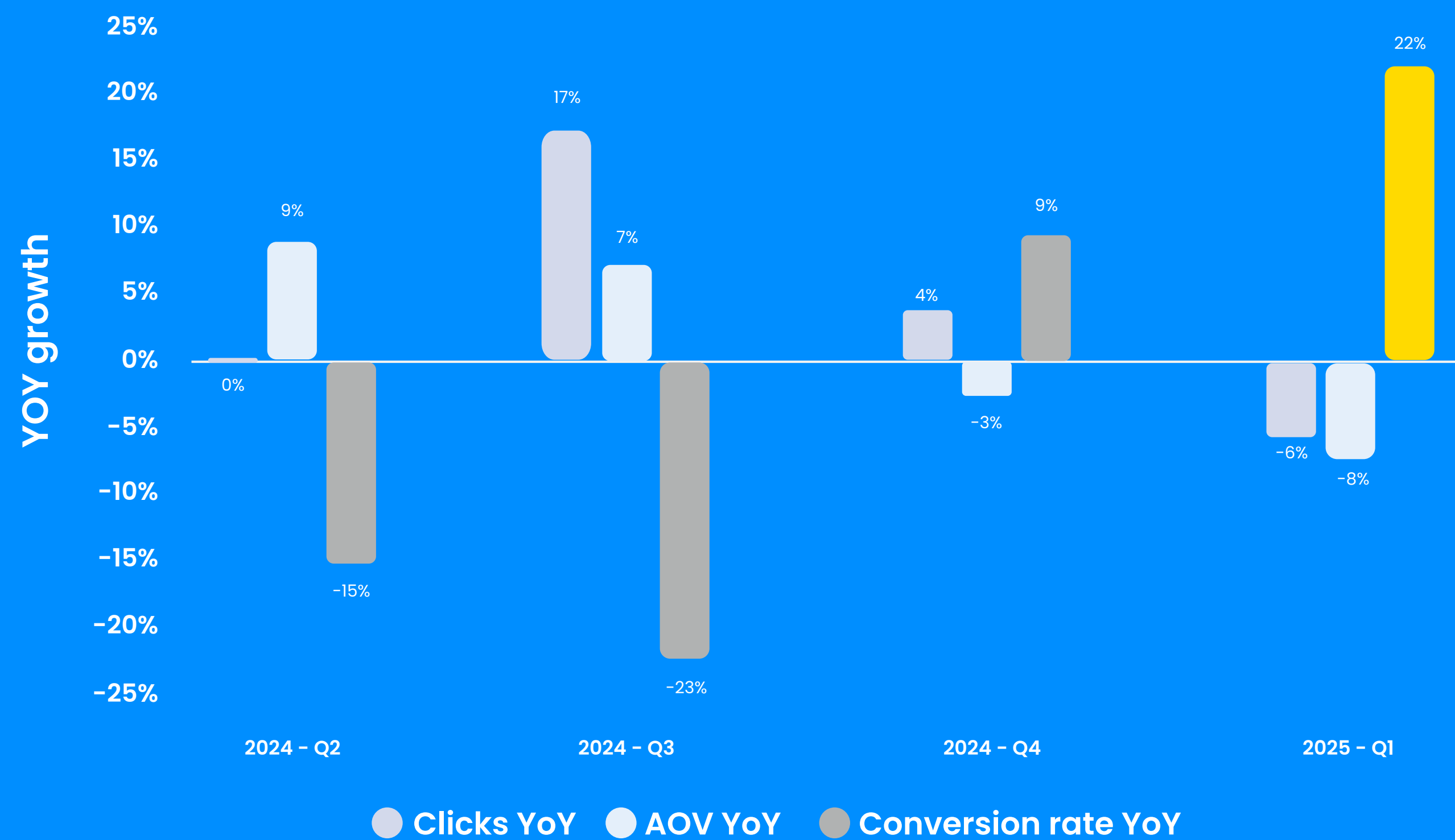
+7%

AMR revenue growth was up 7% YoY in Q1 2025.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2022.

Drivers of quarterly growth

Drivers of growth rate



22%

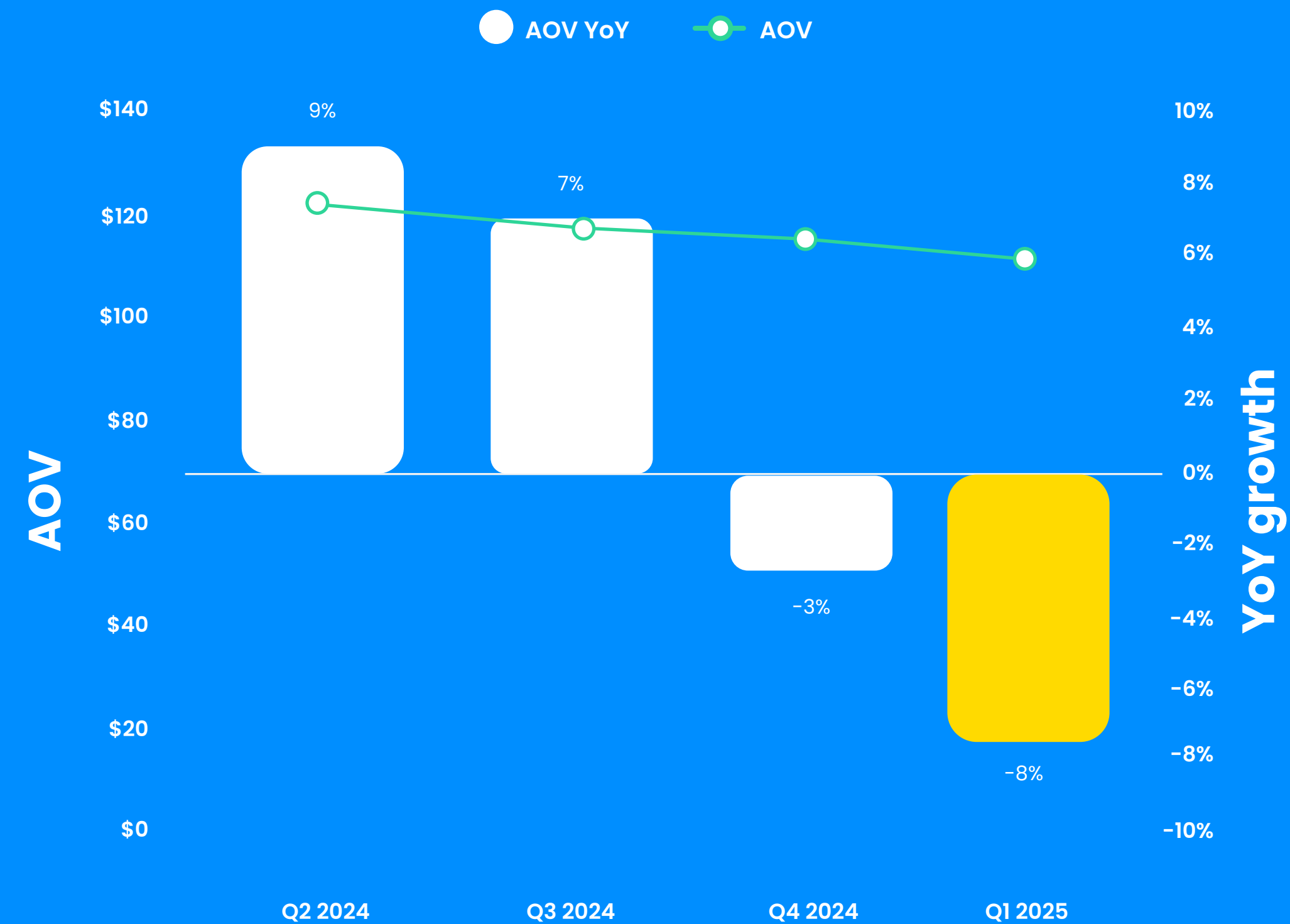
Q1 revenue growth was due to an 22% increase in conversion rate, a -6% increase in clicks while average order value (AOV), decreased 8% YoY.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2022.

AOV (USD) and conv rate trends

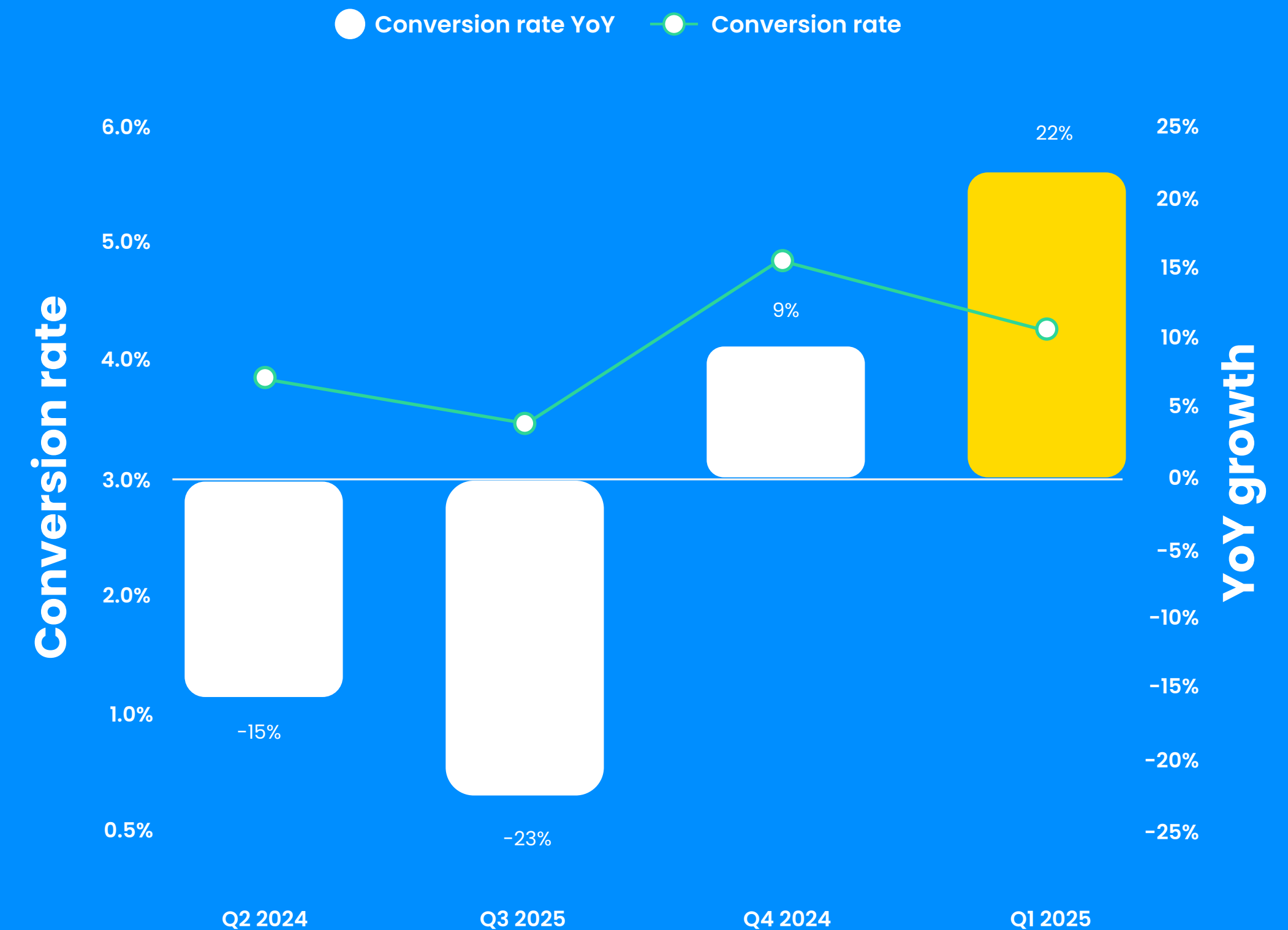
6

AOV Trends



AOV has declined 8% YoY in Q1 2025 to \$111.

Conversion Rate Trends

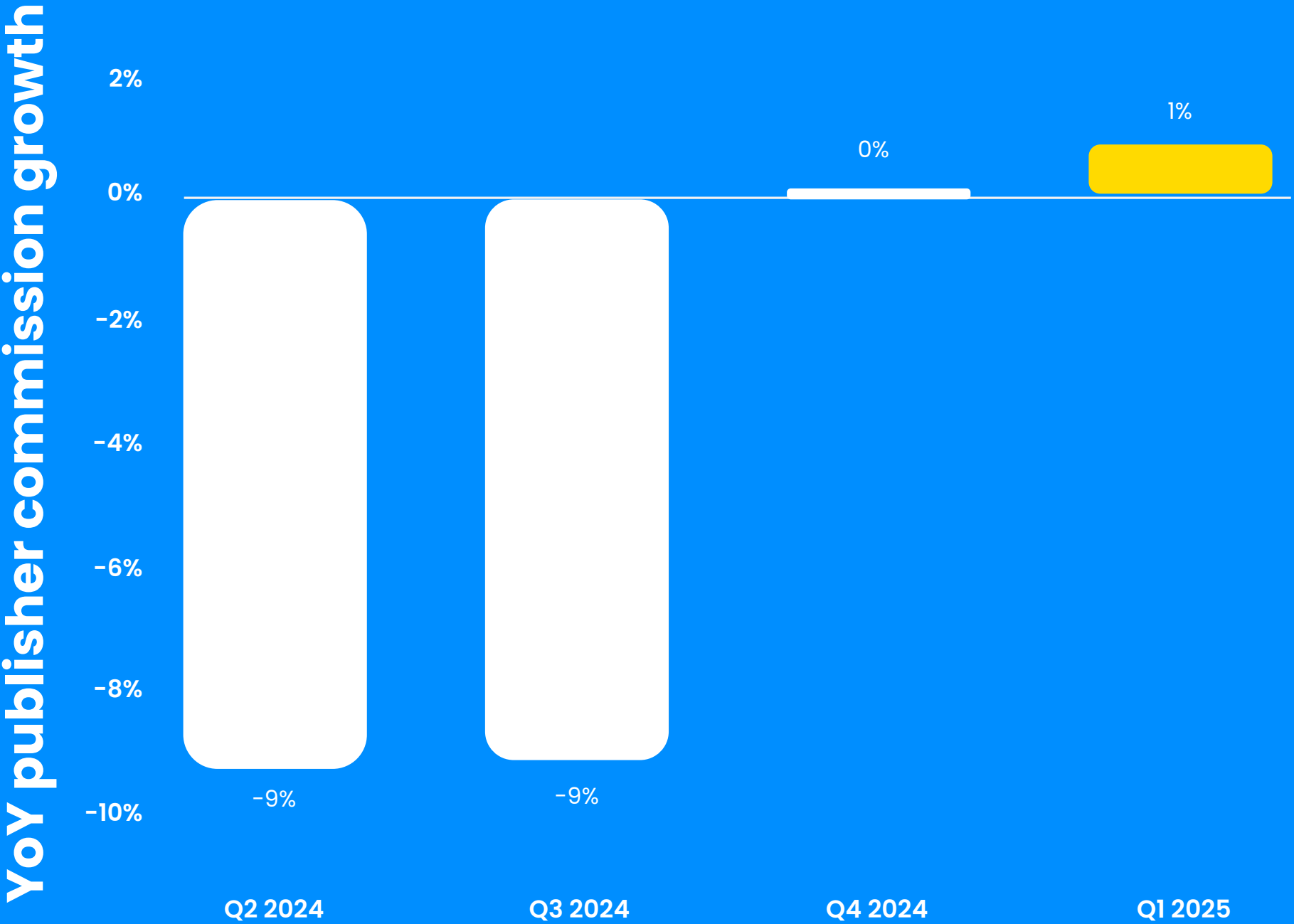


Conversion rate in Q1 2025 was 4.3%, a 22% increase YoY.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2022.

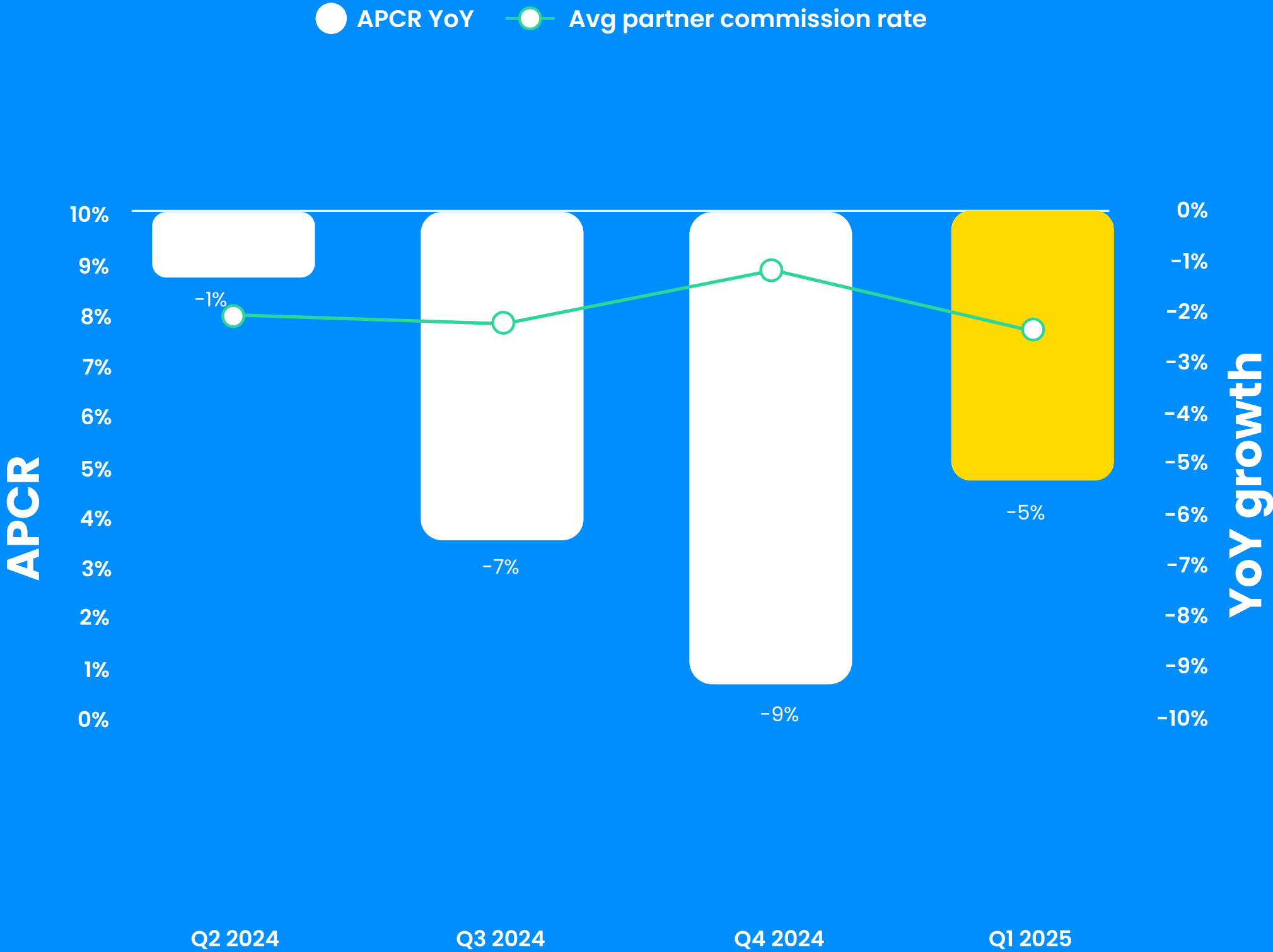
Publisher commission growth YoY

YoY publisher commission growth



Commission paid to publishers has increased 1% YoY in Q1 2025.

Avg publisher commission rate trends

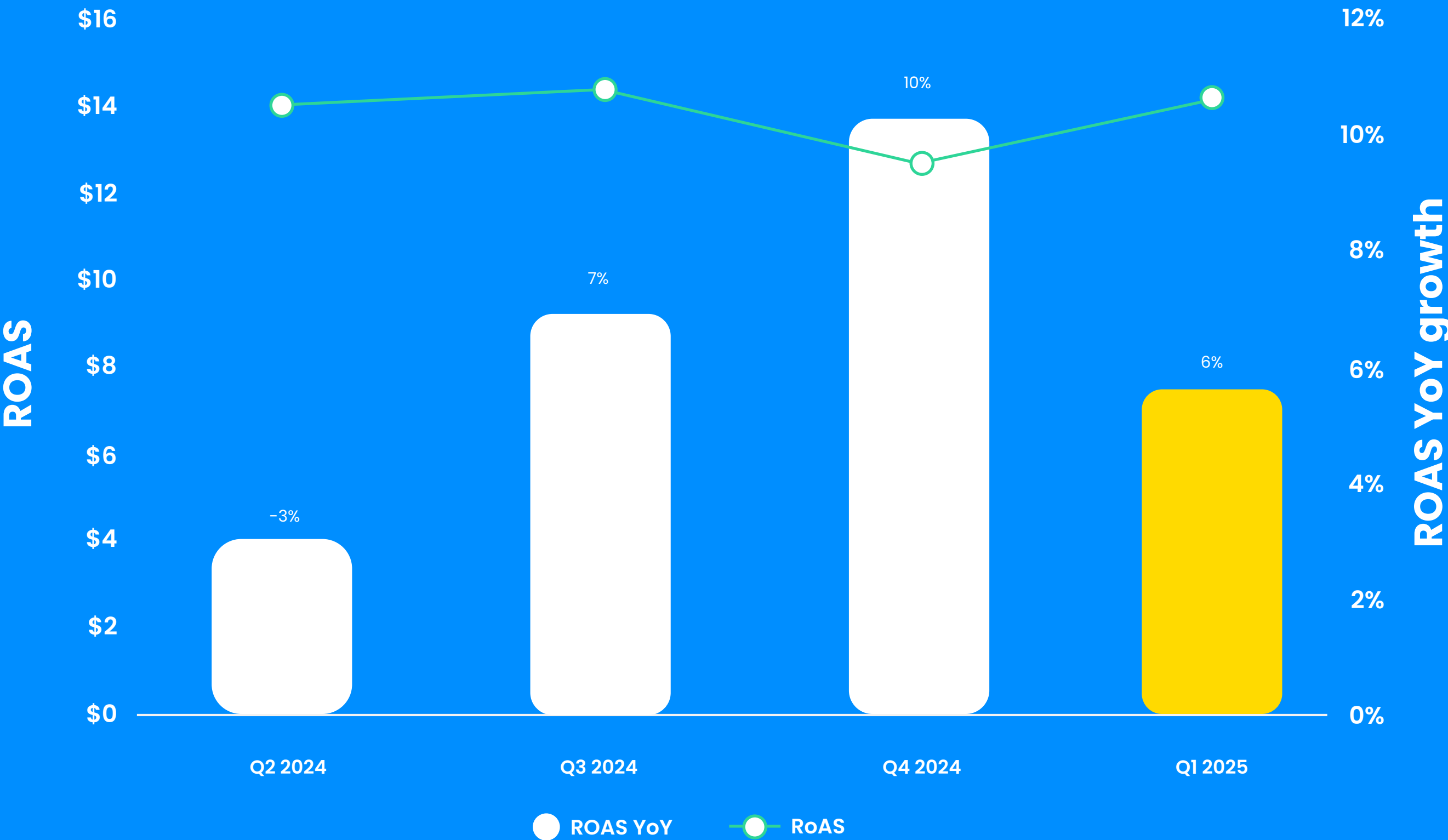


The average publisher commission rate in Q1 2025 was 7.0%, a 5% decrease YoY.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2022.

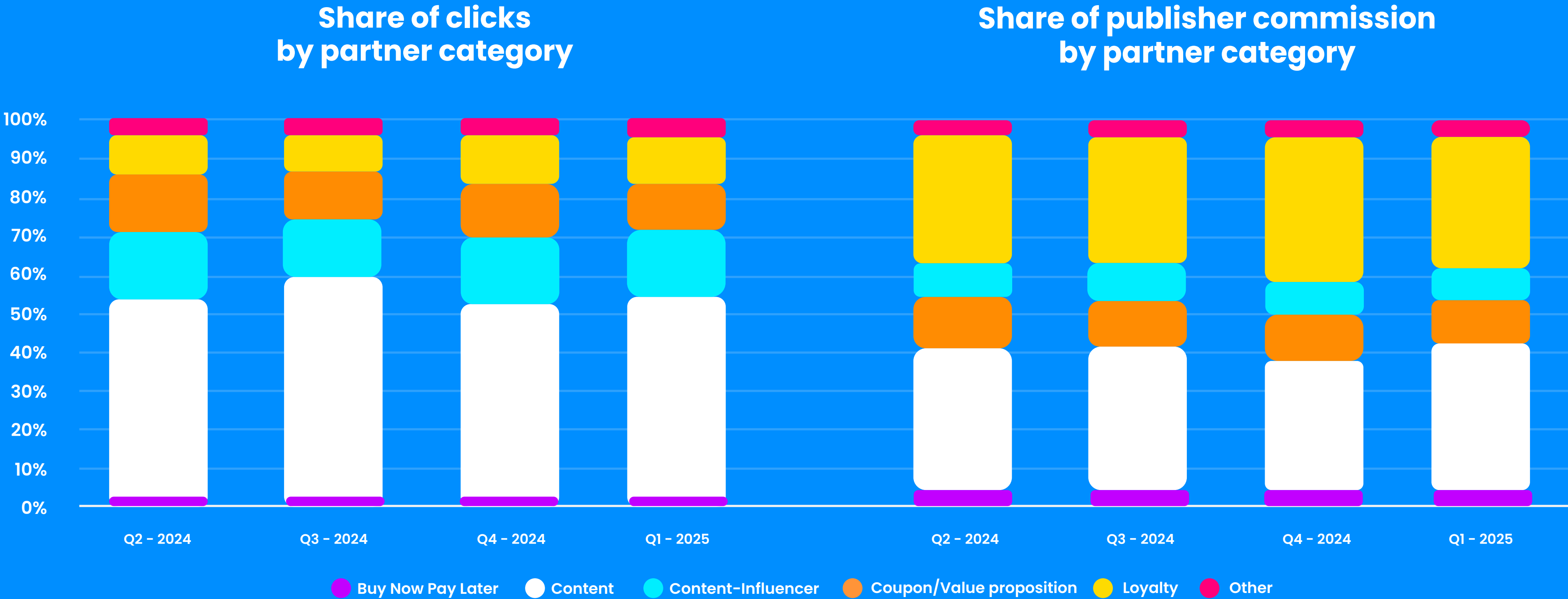
Return on ad spend growth YoY

ROAS trends



Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2022.

2025 Q1 share by partner category



- Content partners have maintained the majority share of clicks in the last 12 months.
- Loyalty and Content partners receive the largest amount of publisher commission from brands, with loyalty's share increasing quite a bit in Q4.
- Content, Coupon, & Loyalty partners drive the majority of overall revenue and new customer revenue for brands.
- Loyalty's share has begun to increase in Q4 2024, primarily taking it away from content partners.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2022.

2025 Q1 KPIs by partner category

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Partner vertical group	AOV(USD)	ECPA	ROAS (USD)	% NTF
Coupon/Value proposition	\$114.87	4.93%	\$20.30	48.56%
Other	\$102.92	5.75%	\$17.40	36.22%
Buy Now Pay Later	\$133.56	6.37%	\$15.70	51.65%
Loyalty	\$115.27	7.17%	\$13.95	30.10%
Comparison shopping services	\$292.12	7.35%	\$13.60	38.52%
Content	\$93.41	9.85%	\$10.15	50.53%
Content-Influencer	\$122.52	11.17%	\$8.95	43.42%

- On average, 103 partners drive clicks for retail brands in AMR while 37 drive revenue.
 - CSS, Content-Influencer & BNPL are strong in AOV.
 - Coupon has the strongest ROAS given their lower APCR.
- BNPL & Content drive the highest percentage of new customer revenue.

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A better way to partner.

Interested in learning more
with a Partnerize expert?

Contact us at

contact@partnerize.com