

The Partnerize logo, featuring a stylized 'P' icon followed by the word 'Partnerize' in a sans-serif font, all contained within a dark rounded rectangle.

Partnerize

A stylized graphic of a bar chart with five orange bars of varying heights, enclosed within a white circle with a thin black border. The background of the entire slide features abstract, overlapping shapes in shades of grey, blue, purple, and brown, with a pink circle at the top and a yellow circle on the right.

Partnership Growth Index™

AMR Edition

Updated for Q2 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.

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

\$157

Average order value
(AOV)

3.1%

Conversion rate

\$13.15

ROAS

182

Average click active*
partners per
network/campaign

31%

percentage of revenue
from mobile

7.6%

Commission rate

6%

Revenue YoY growth

3%

Publisher commission
YoY growth

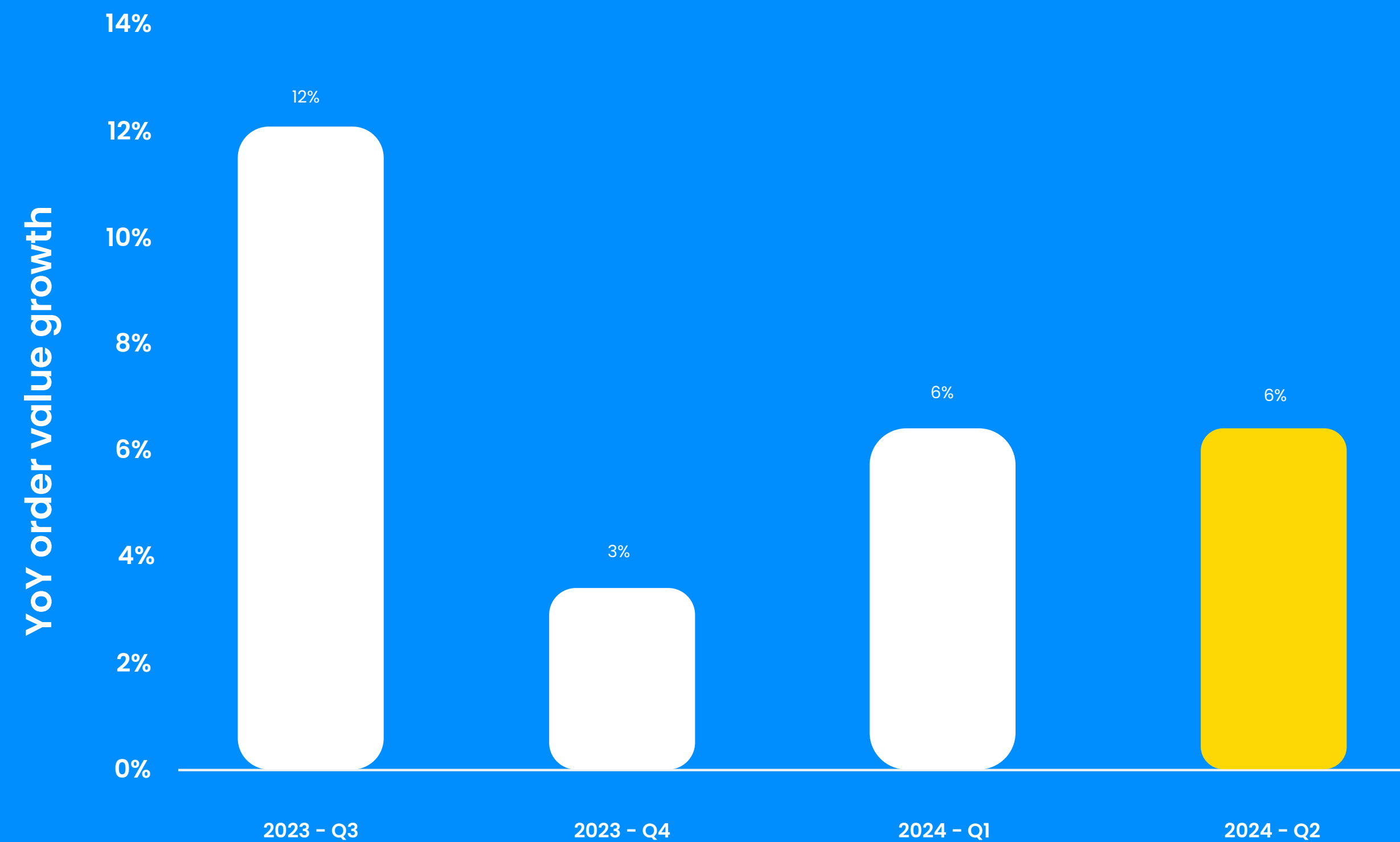
34

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

4



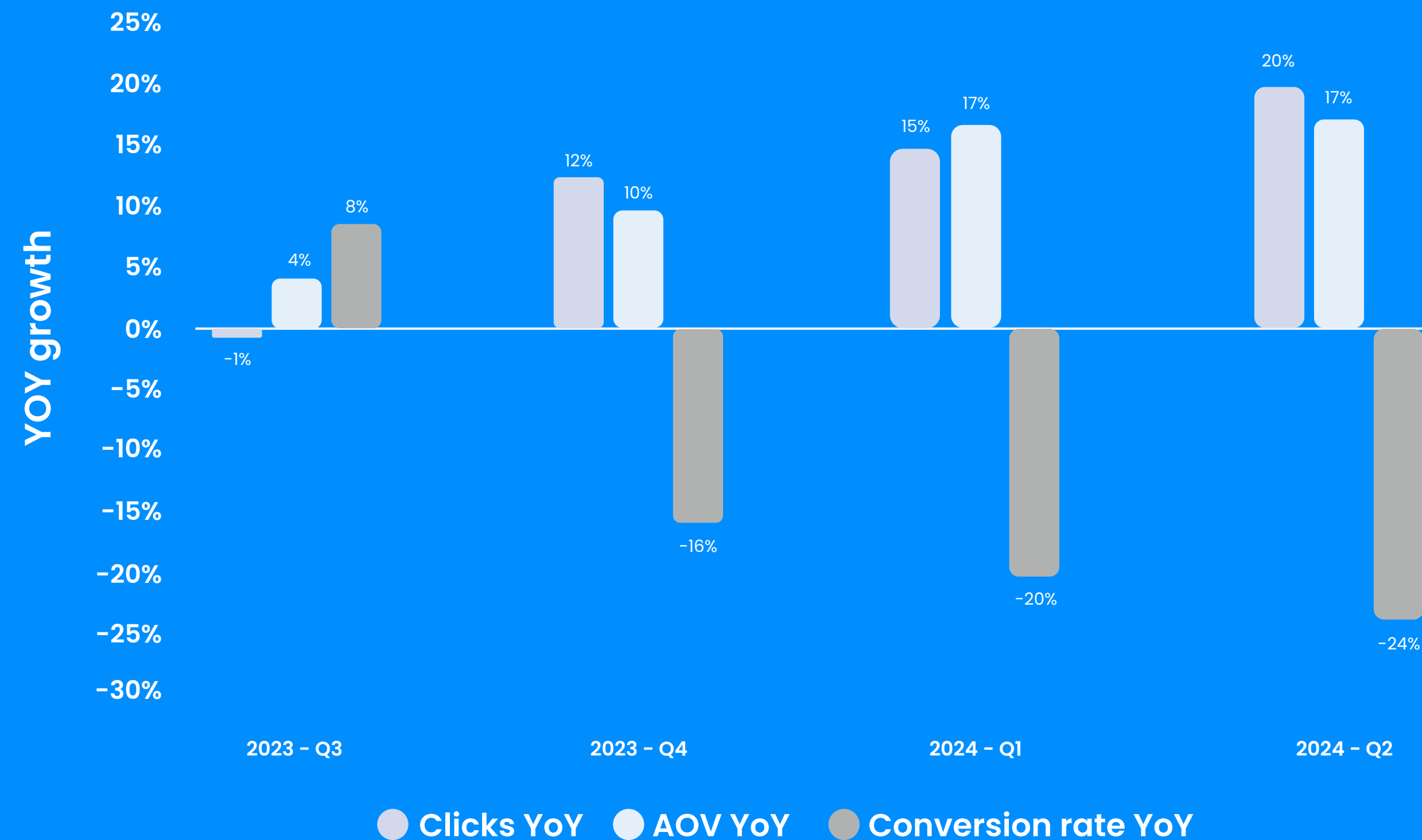
6%
AMR revenue growth was
up 6% YoY in Q2 2024.

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

Drivers of quarterly growth Q2

5

Drivers of growth rate



20%

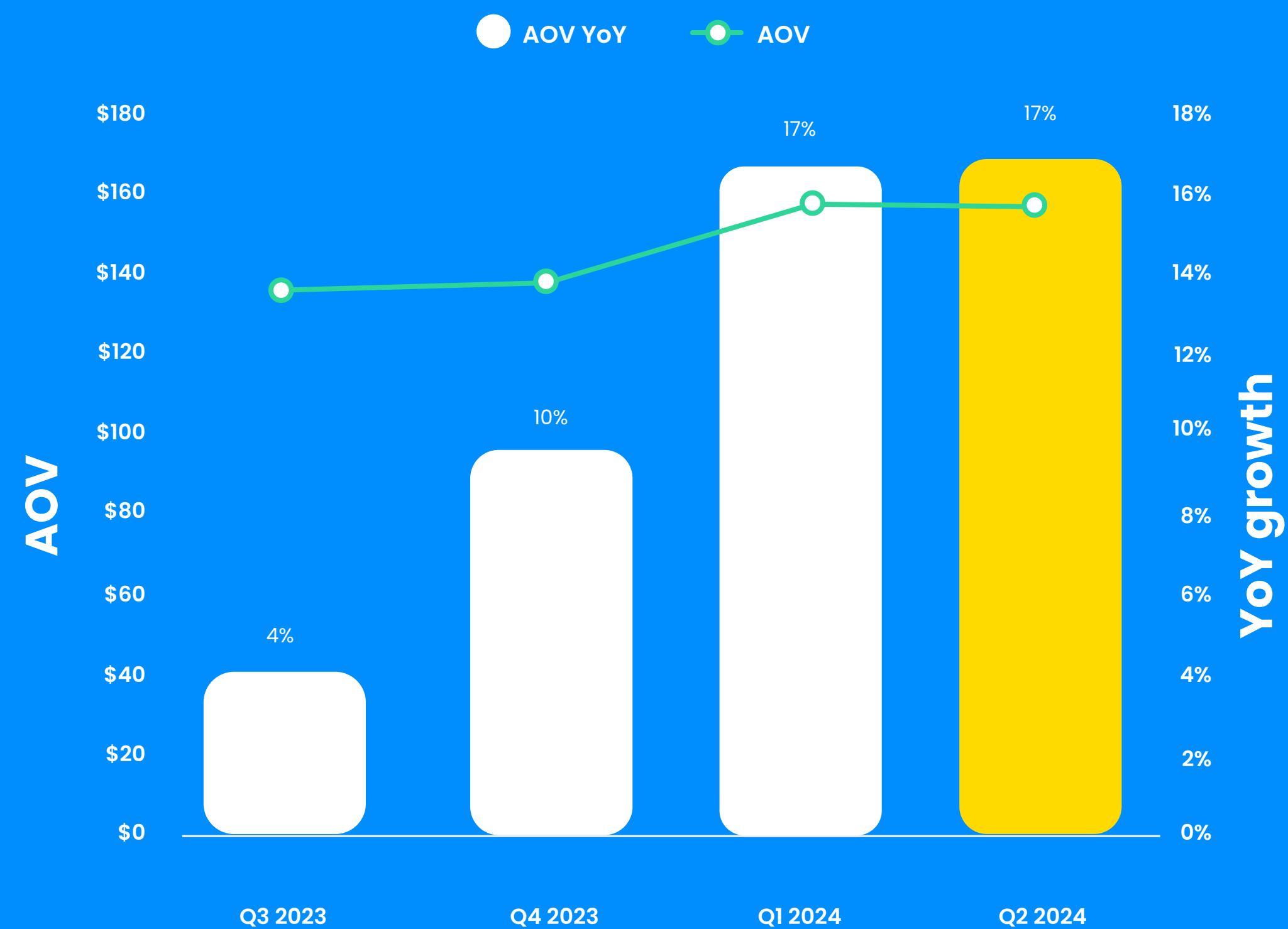
Q2 revenue growth was due to an 17% increase in average order value (AOV), and a 20% increase in clicks. Conversion rate was down 24% YoY.

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

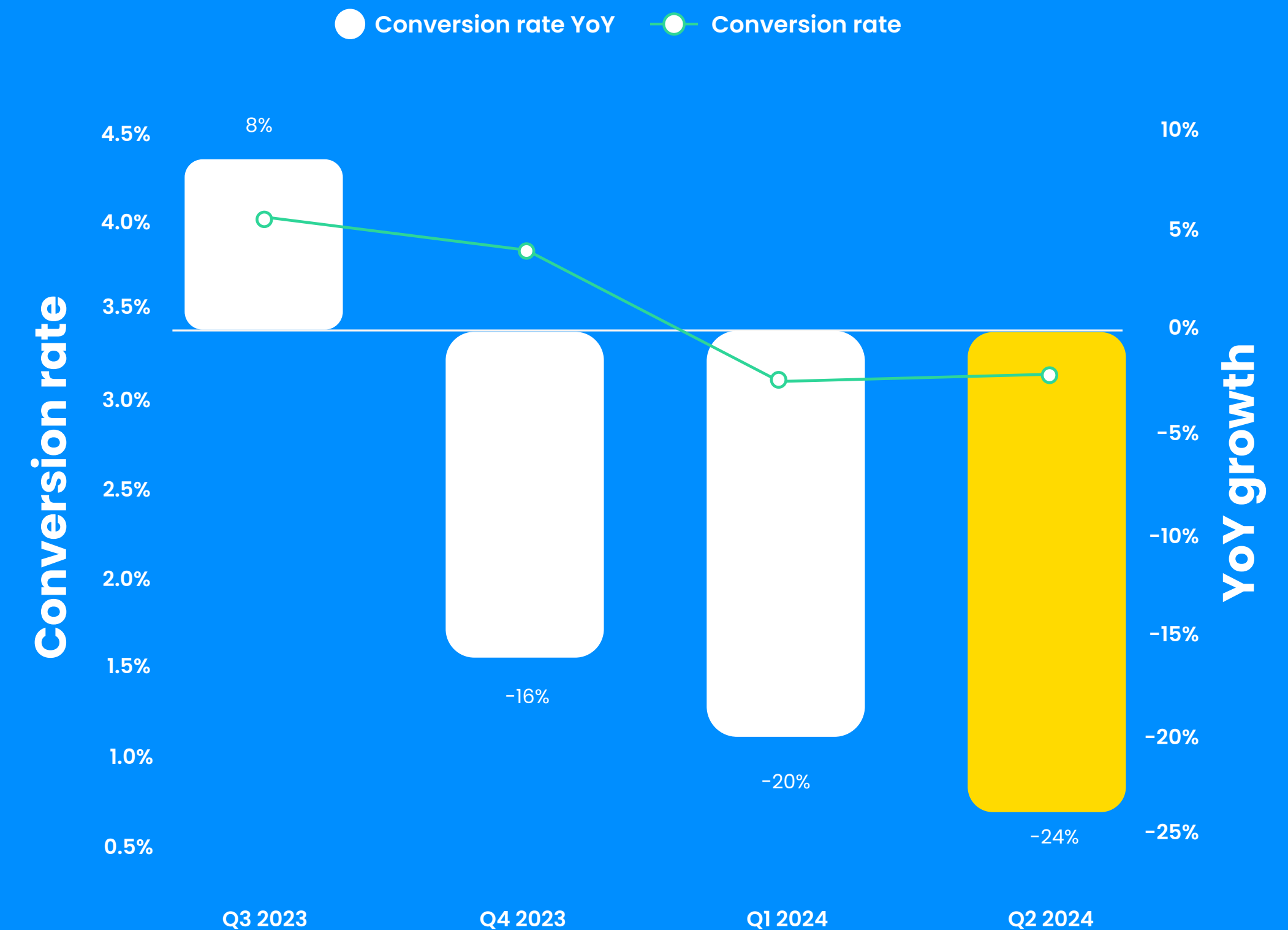
6

AOV Trends



AOV has grown 17% YoY in Q2 2024 to \$157 USD.

Conversion Rate Trends

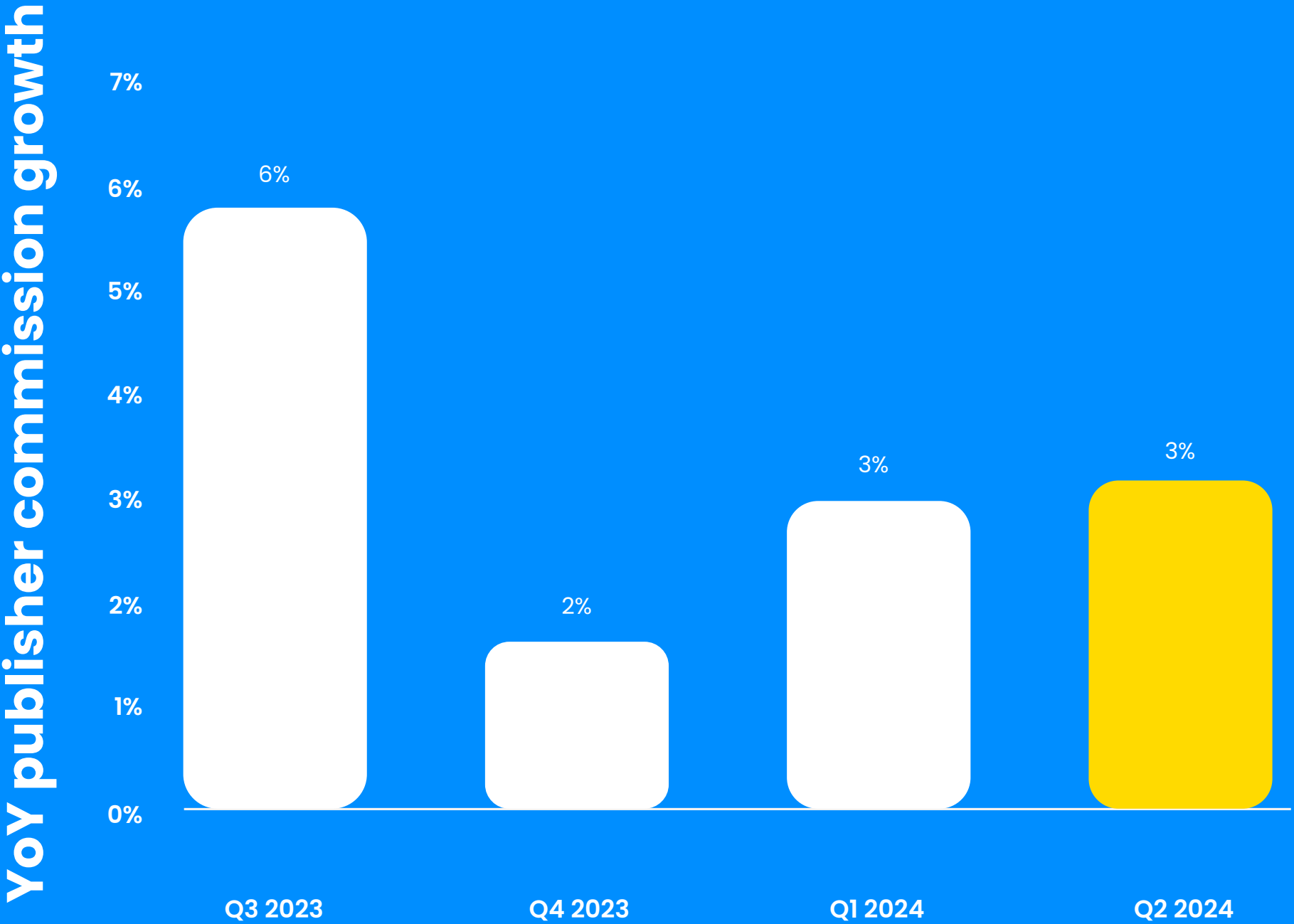


Conversion Rate in Q2 2024 was 3.1%, a 24% decrease YoY.

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

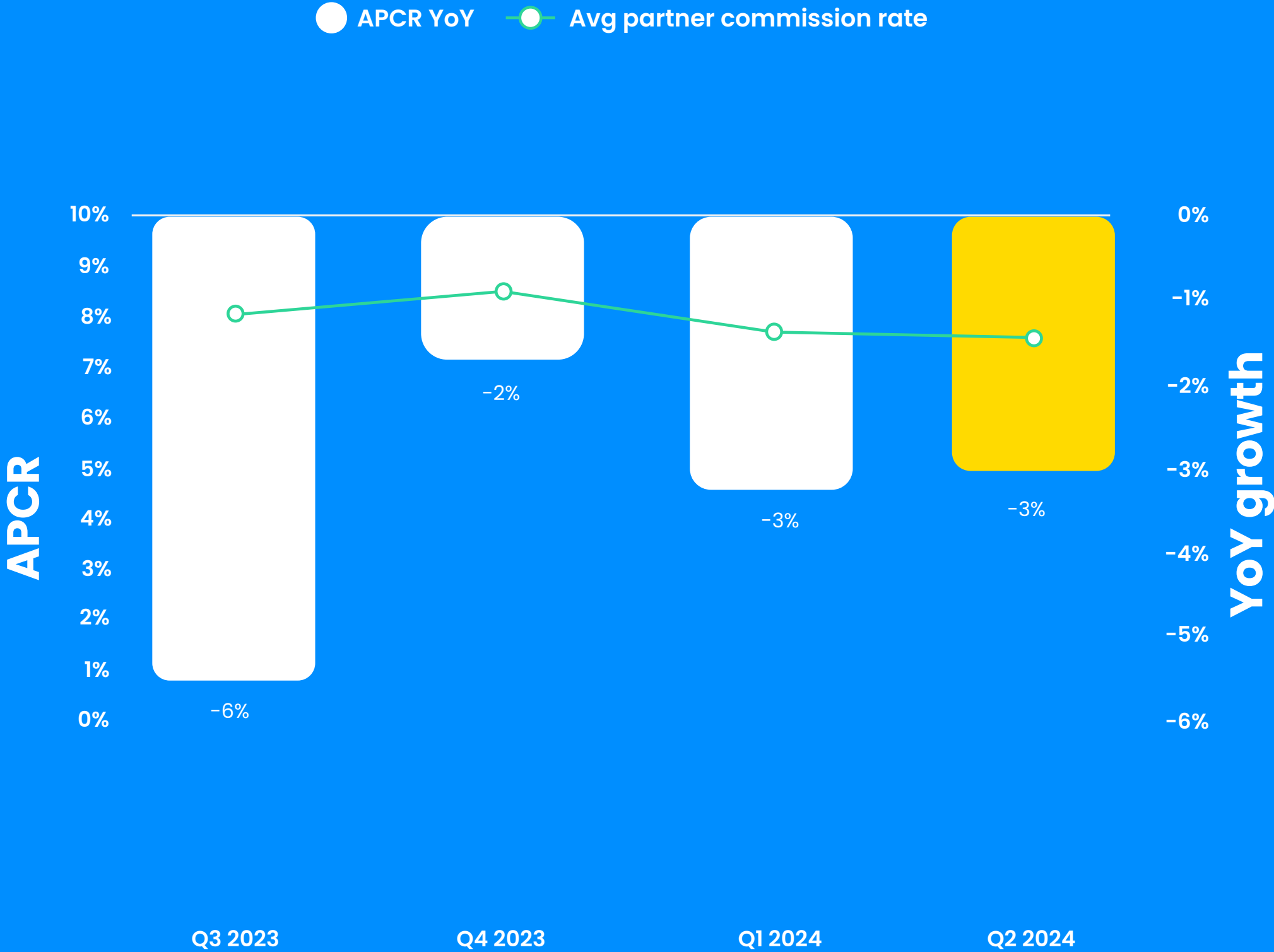
Publisher commission growth YoY

YoY publisher commission growth



Commission paid to publishers has increased 3% YoY in Q2 2024.

Avg publisher commission rate trends

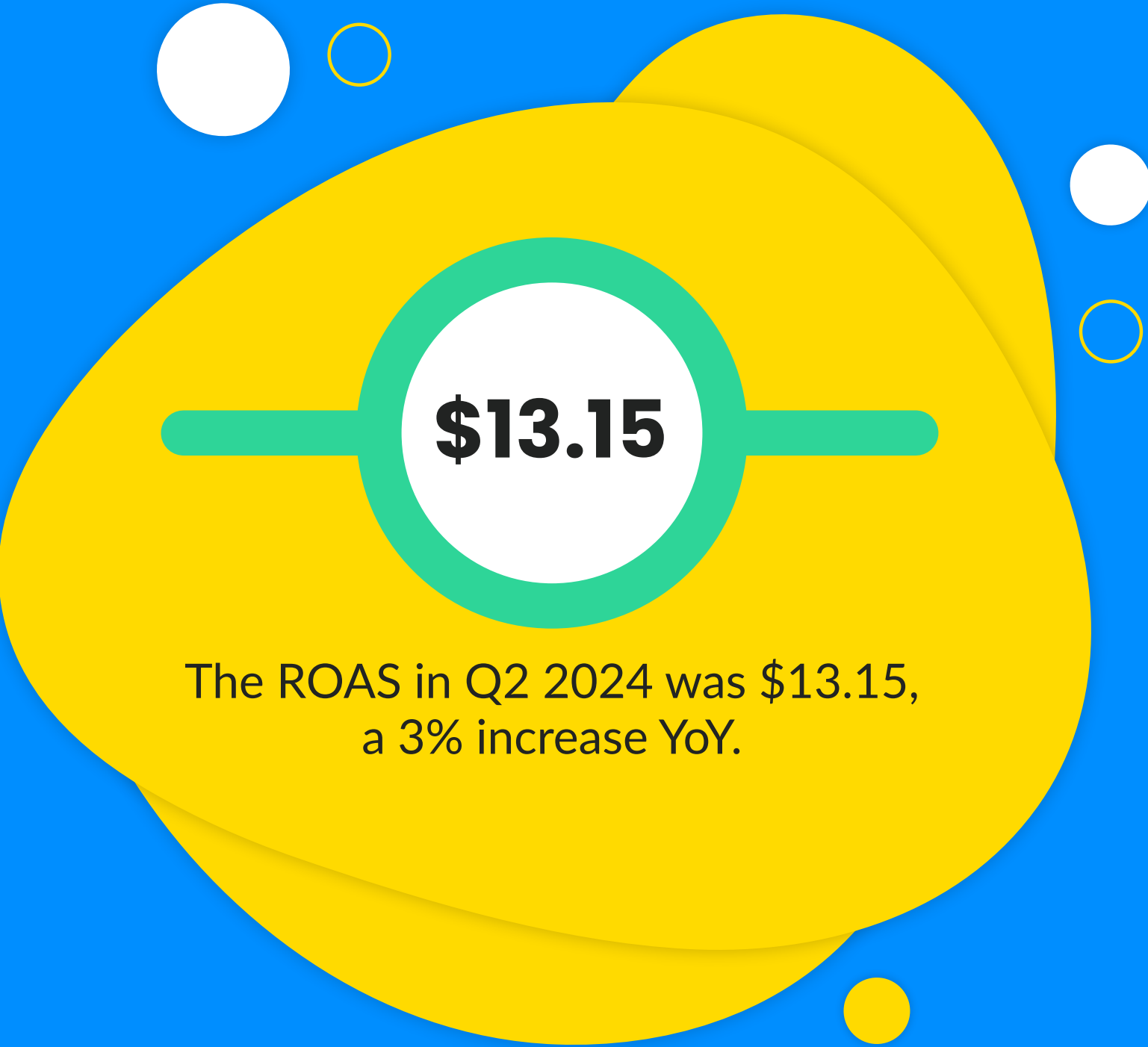
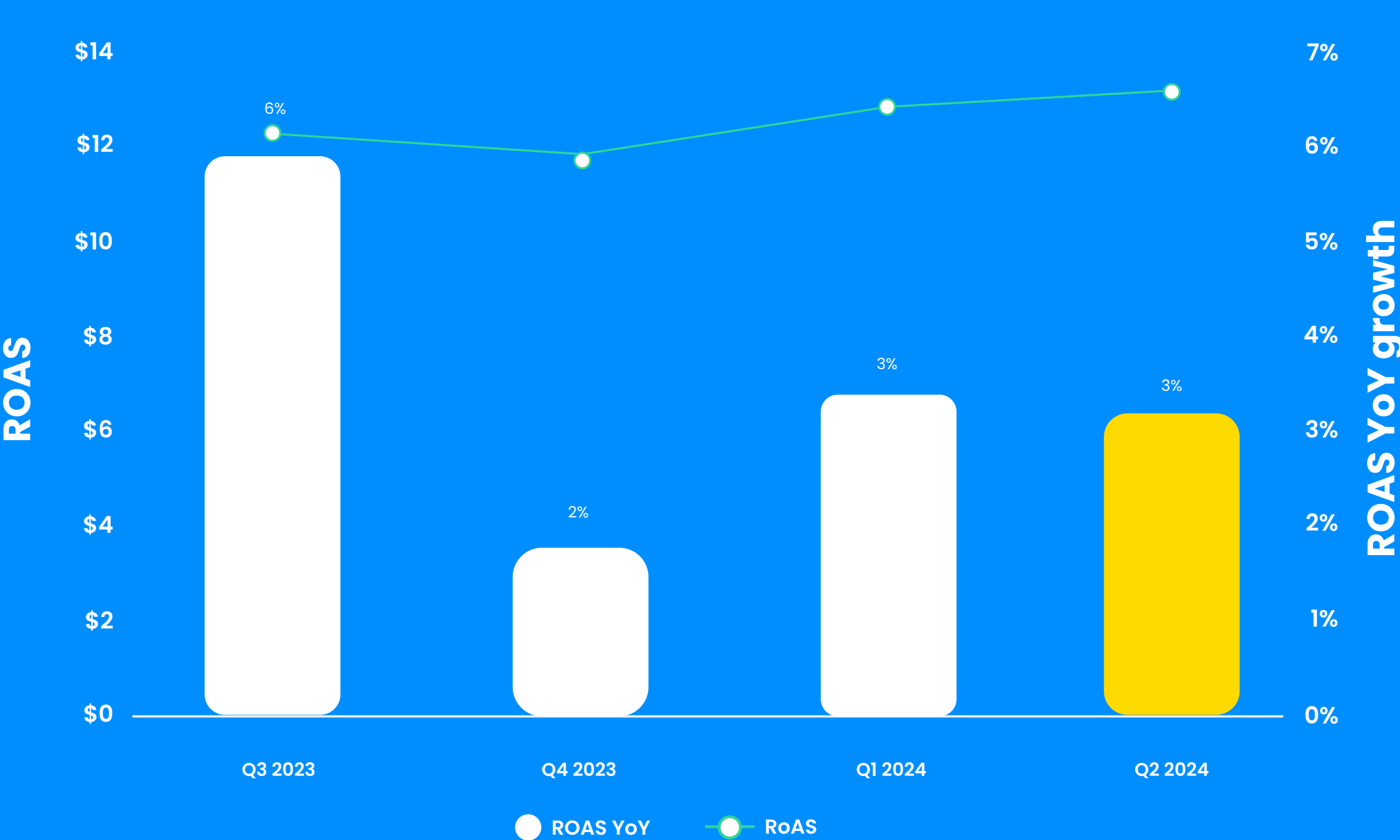


The average publisher commission rate in Q2 2024 was 7.6%, a 3% decrease YoY.

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

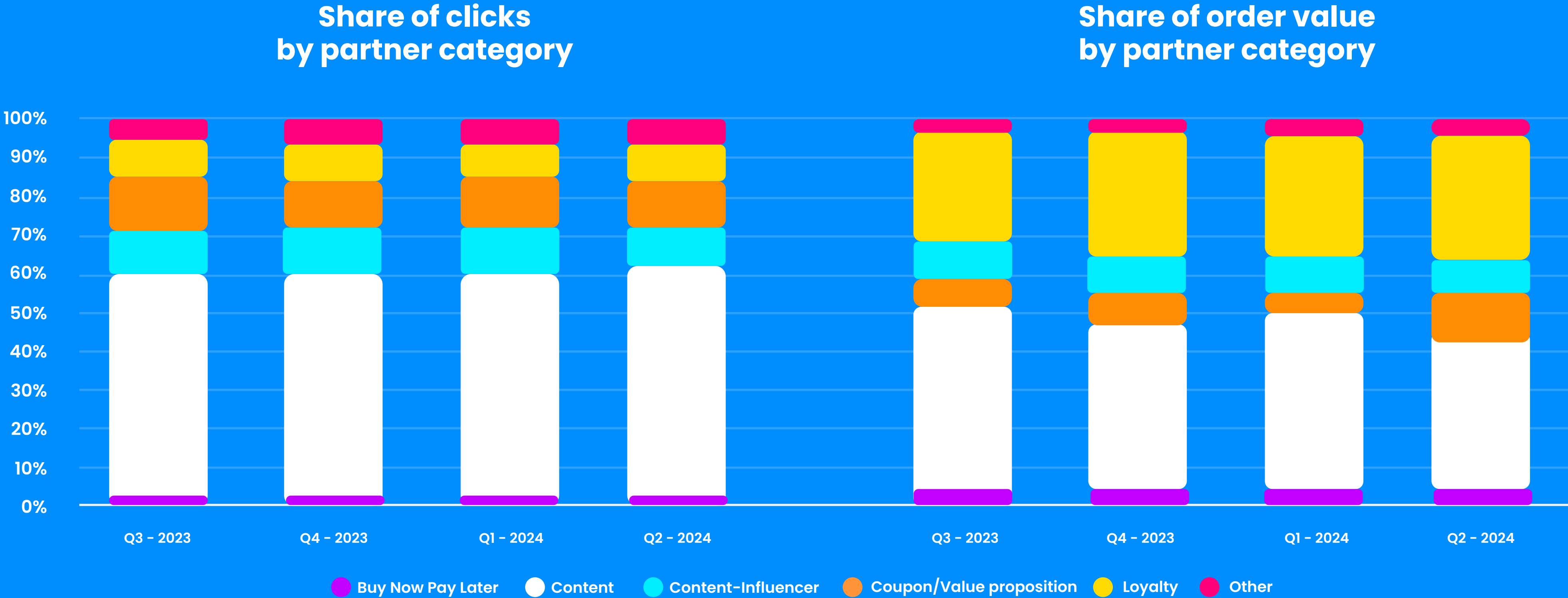
Return on ad spend growth YoY

ROAS trends



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

2024 Q2 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.
- BNPL is an emerging partner type.
- Content, Coupon, & Loyalty partners drive the majority of overall revenue and new customer revenue for brands.

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

2024 Q2 KPIs by partner category

10

Partner vertical group	AOV (USD)	Conversion rate	Avg partner commission rate	ROAS (USD)
Buy Now Pay Later	\$203	6.7%	7.6%	\$13.20
Content	\$150	1.7%	11.5%	\$8.67
Content – Influencer	\$173	1.5%	9%	\$11.06
Coupon/Value proposition	\$127	4.2%	4.5%	\$22.09
Loyalty	\$176	12.7%	6.2%	\$16.18
Other	\$126	2.8%	6.9%	\$14.48

- Loyalty, influencers & BNPL are strong in AOV.
- Coupon, loyalty & BNPL have a high conversion rate.
- Coupon and loyalty have a strong ROAS given their lower APCR.
- BNPL, content, and coupon drive the highest percentage of new customer revenue.
- BNPL is used more than 84% on mobile devices.

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



A better way to partner.

Interested in learning more
with a Partnerize expert?

Contact us at

contact@partnerize.com