

Partnerize

Partnership growth index

Updated for Q2 2025
AMR Edition





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.

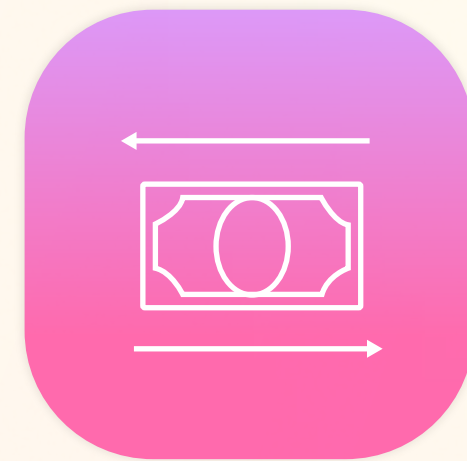
The region-specific AMR Partnership Index measures same store sales activity across all major industries directly attributable to partnerships in 2025 in comparison to the same period in 2024. AMR brands tracked on the Partnerize platform contribute to the analysis of key trends including revenue, commission, 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



Average order value (AOV)
\$116



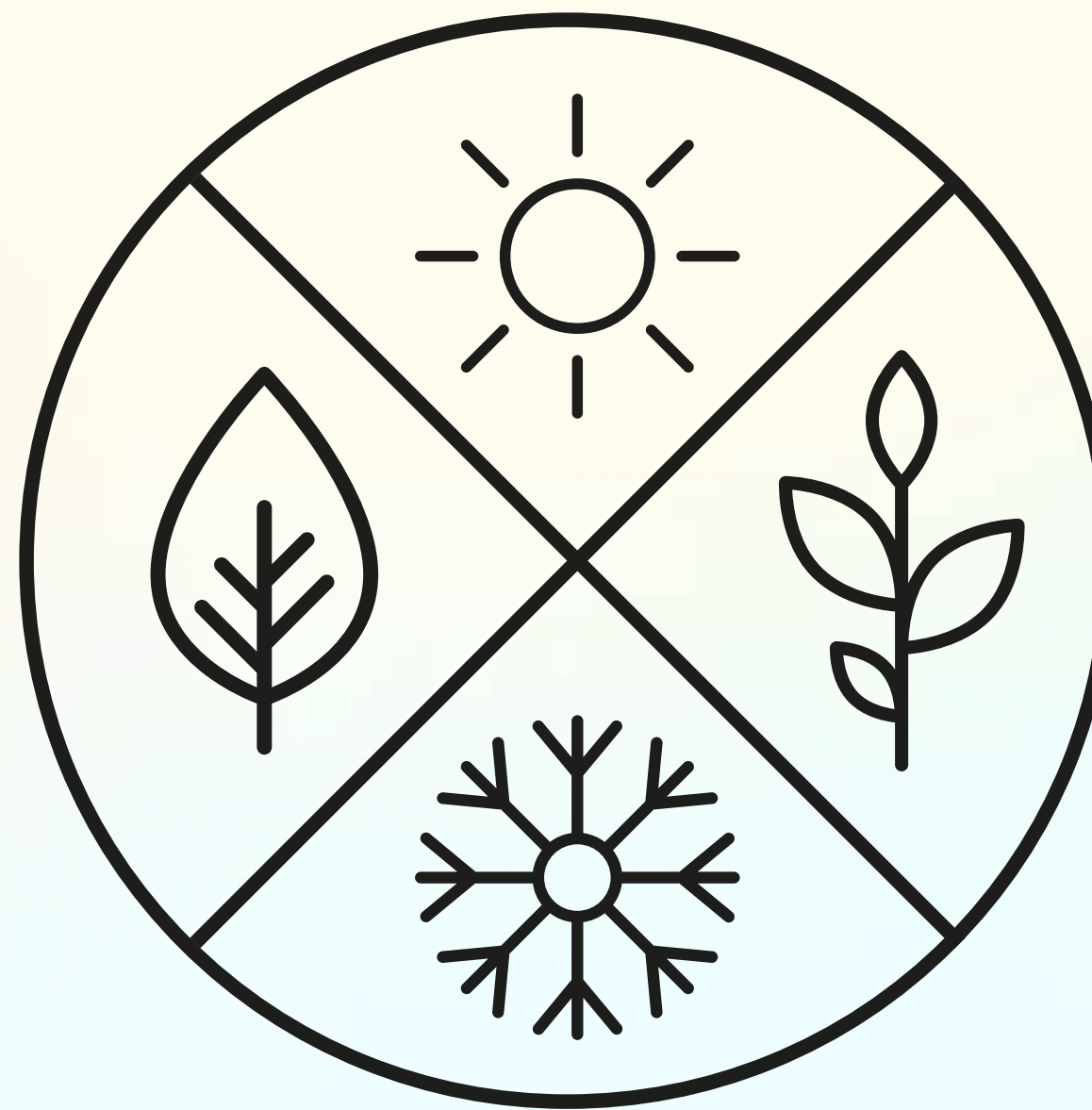
Conversion rate
4.3%



ROAS
\$14.50



Percentage of revenue from new customers
+29%



Percentage of revenue from mobile
+44%



Commission rate
6.9%



Revenue YoY growth
13%



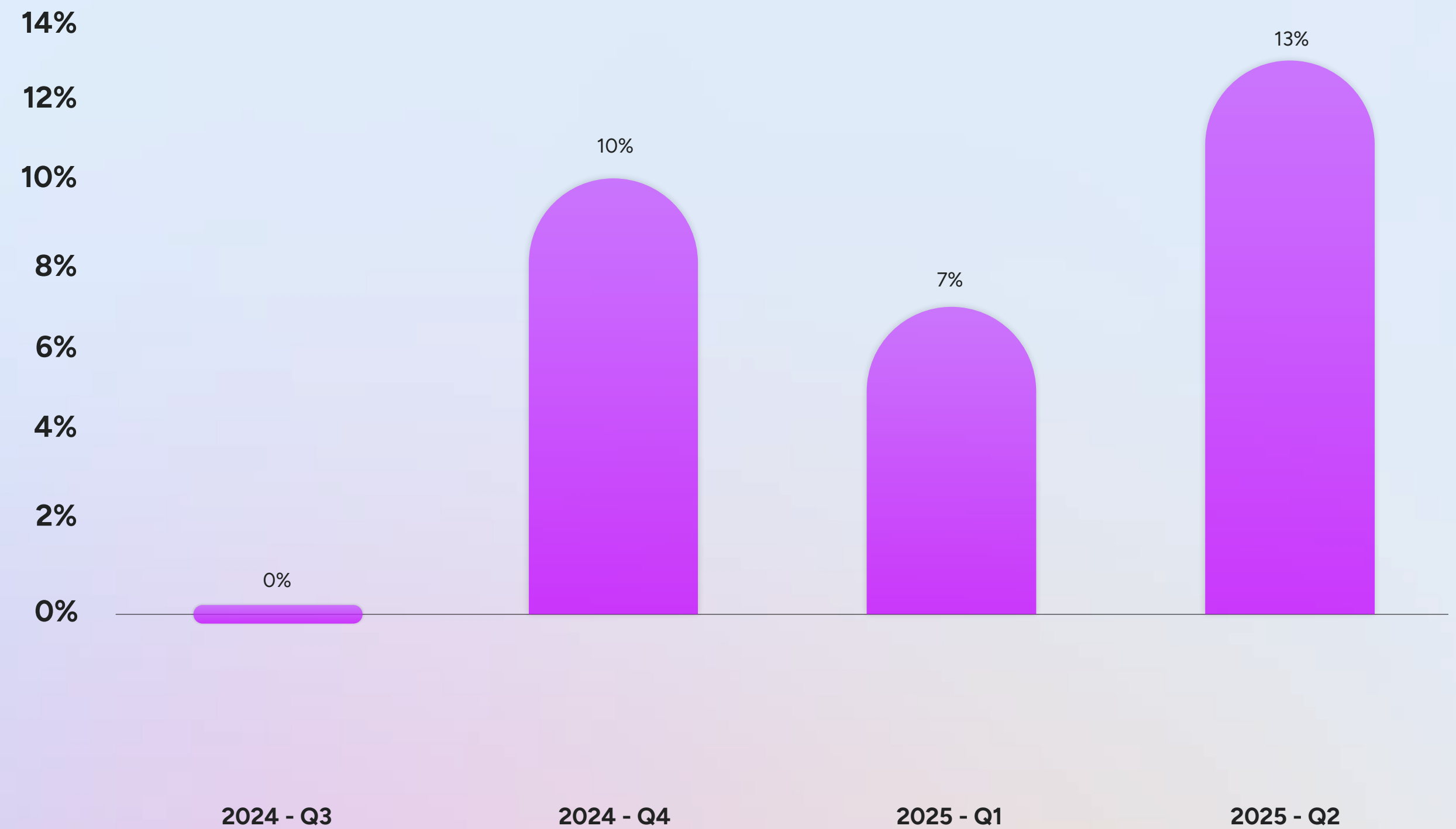
Publisher commission YoY growth
9%

Order value growth YoY

+13%

Order value has increased 13% YoY in Q2 2025.

Order value growth YoY



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

Drivers of growth trends

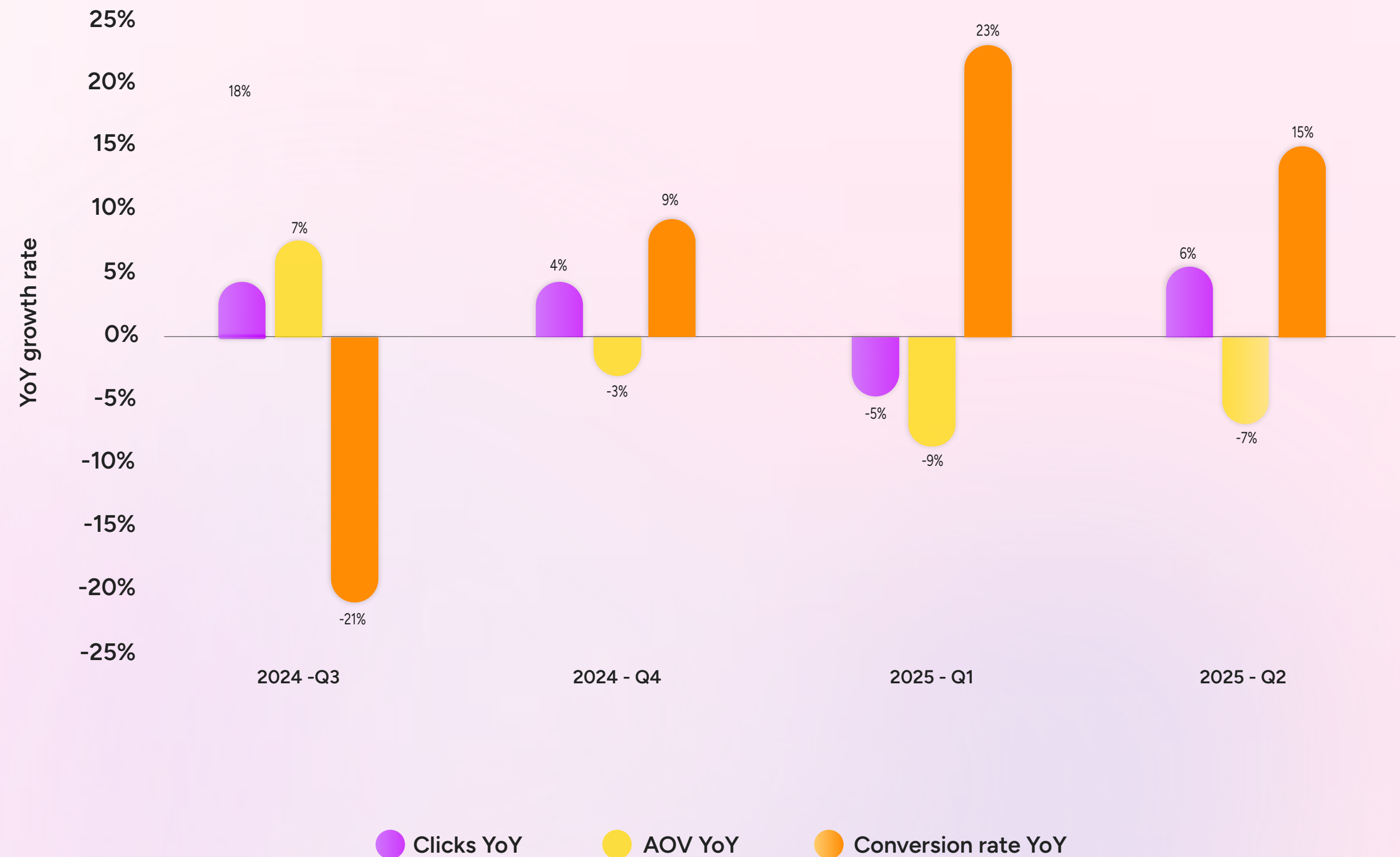
-7%
AOV

+6%
Clicks

+15%
Conversion rate

Q2 revenue growth was due to an 15% increase in conversion rate, a 6% increase in clicks while average order value (AOV), decreased 7% YoY.

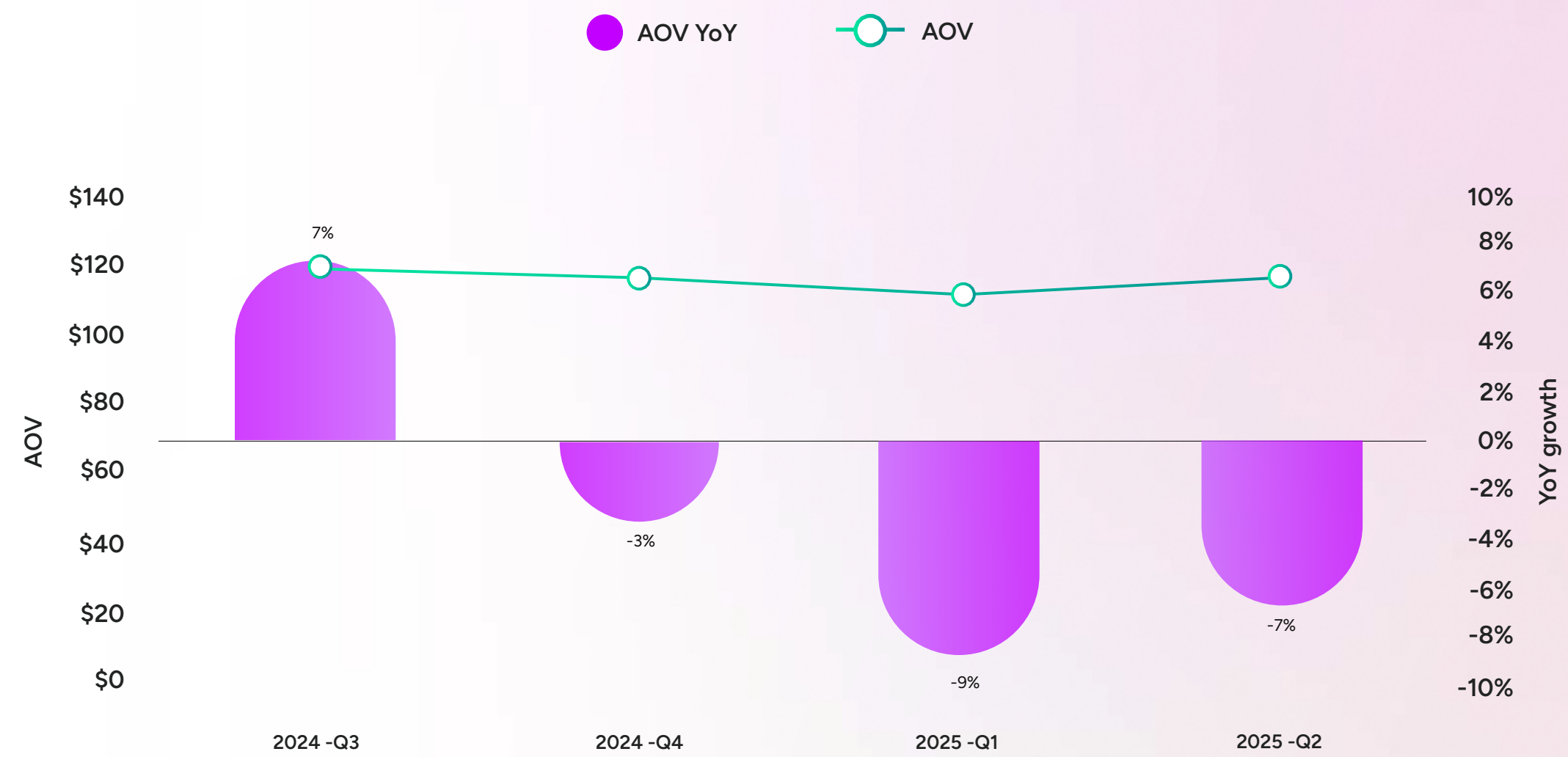
Drivers of growth trends



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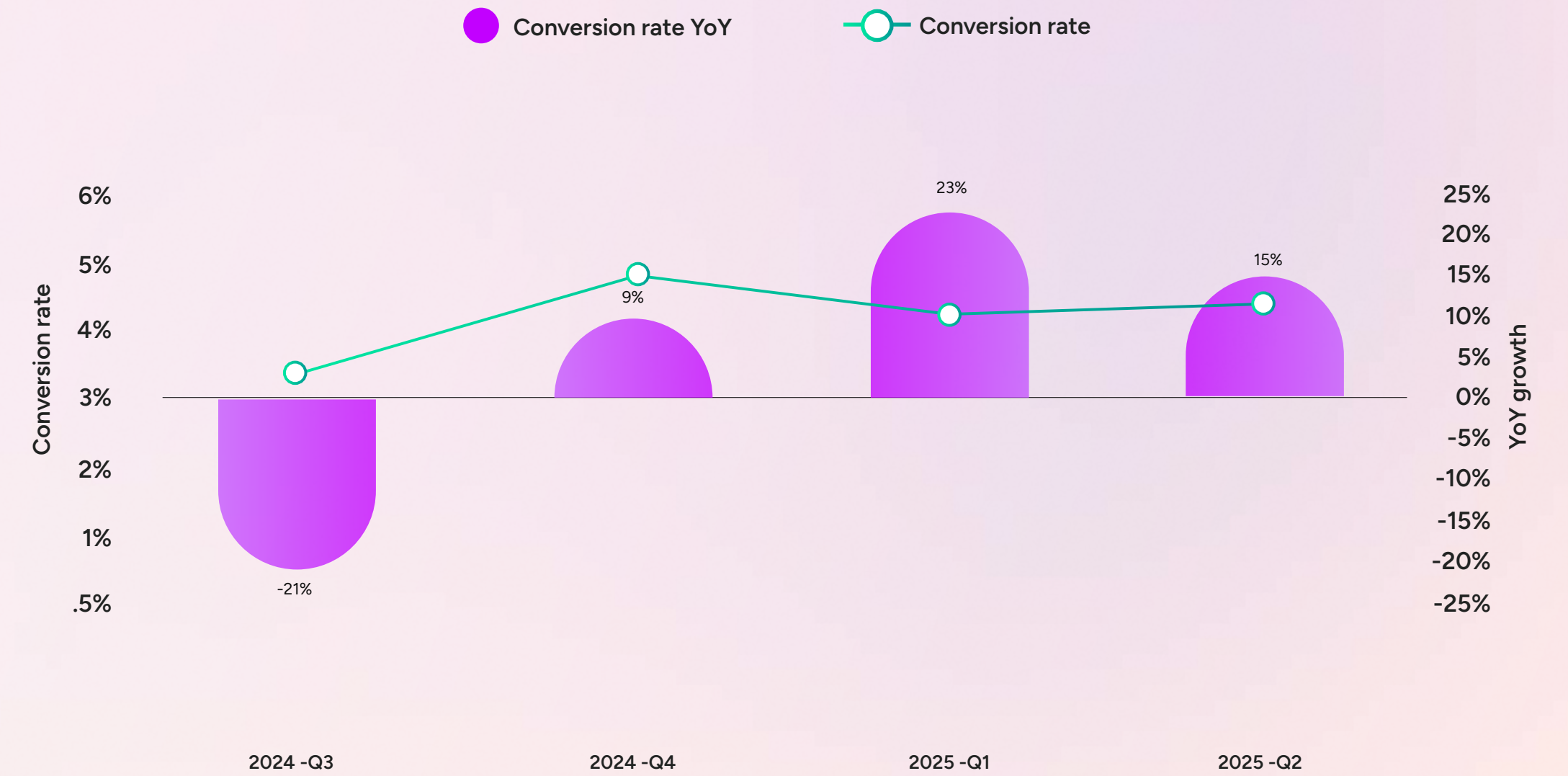
AOV (USD) and conv rate trends

AOV Trends



AOV has decreased 7% in Q2 2025 to \$116 USD.

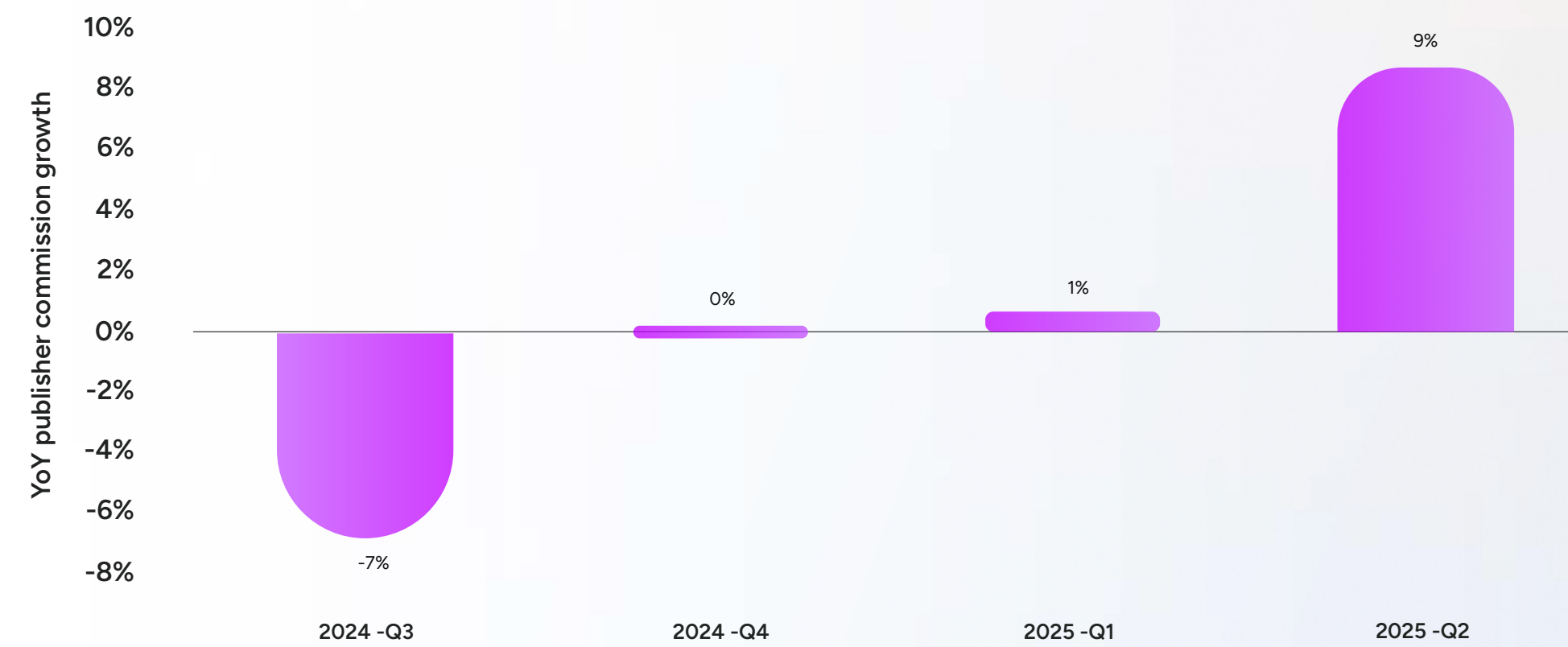
Conversion rate trends



Conversion Rate in Q2 2025 was 4.34%, a 15% increase YoY.

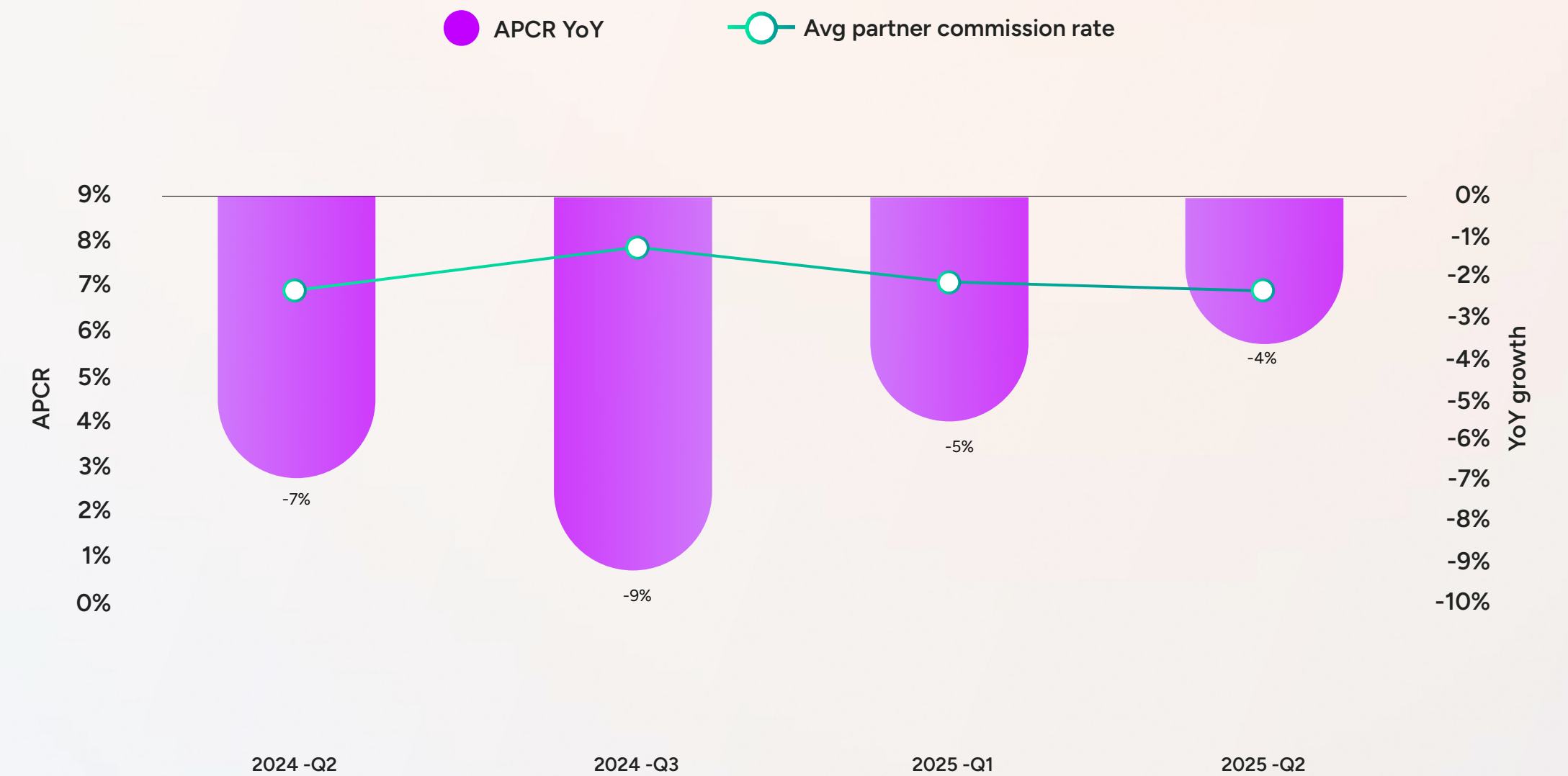
Publisher commission growth YoY

YoY publisher commission growth



Commission paid to publishers has increased 9% YoY in Q2 2025.

Avg publisher commission rate trends

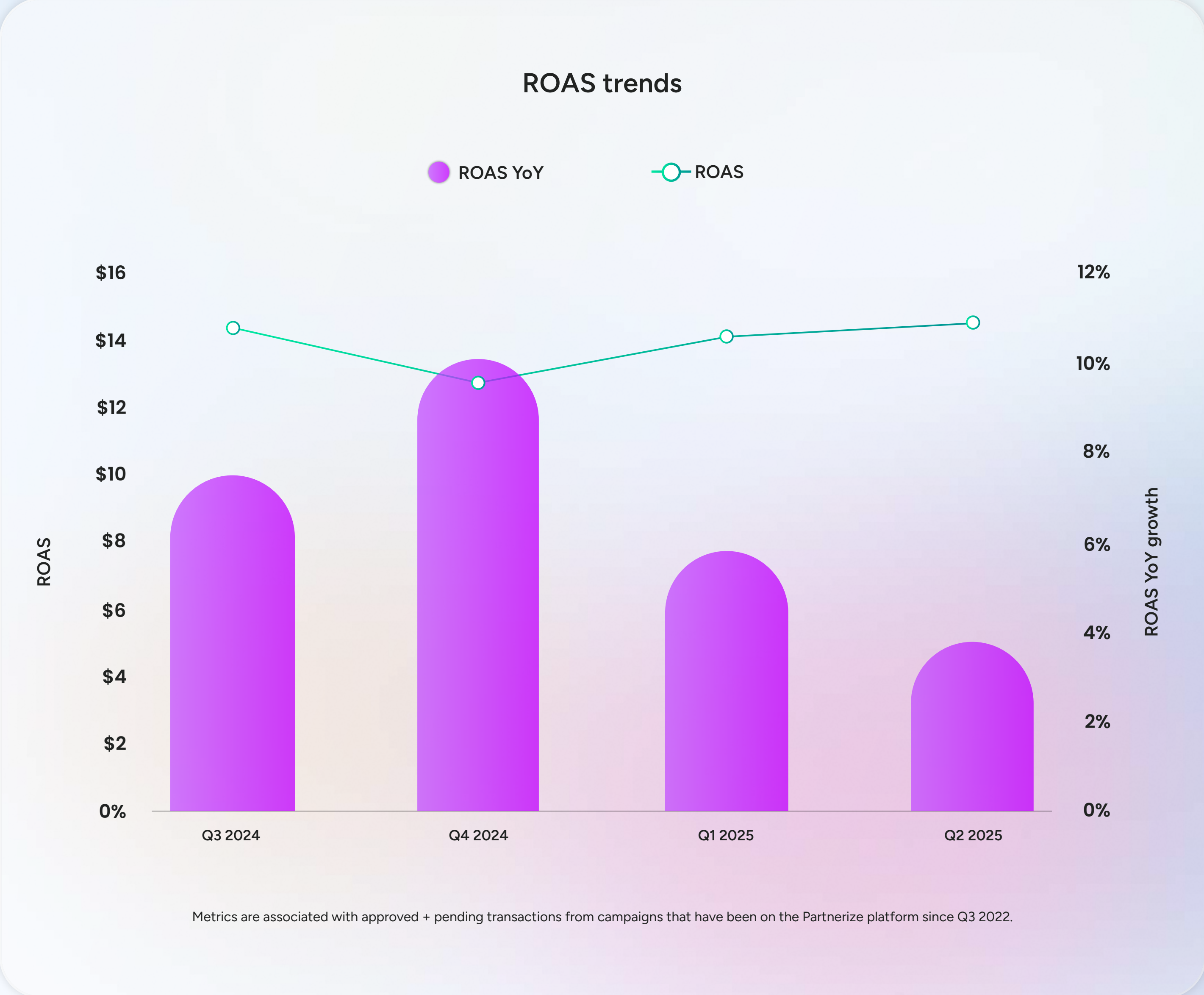


The average publisher commission rate in Q2 2025 was 6.9%, a 4% decrease YoY.

Return on ad spend growth YoY

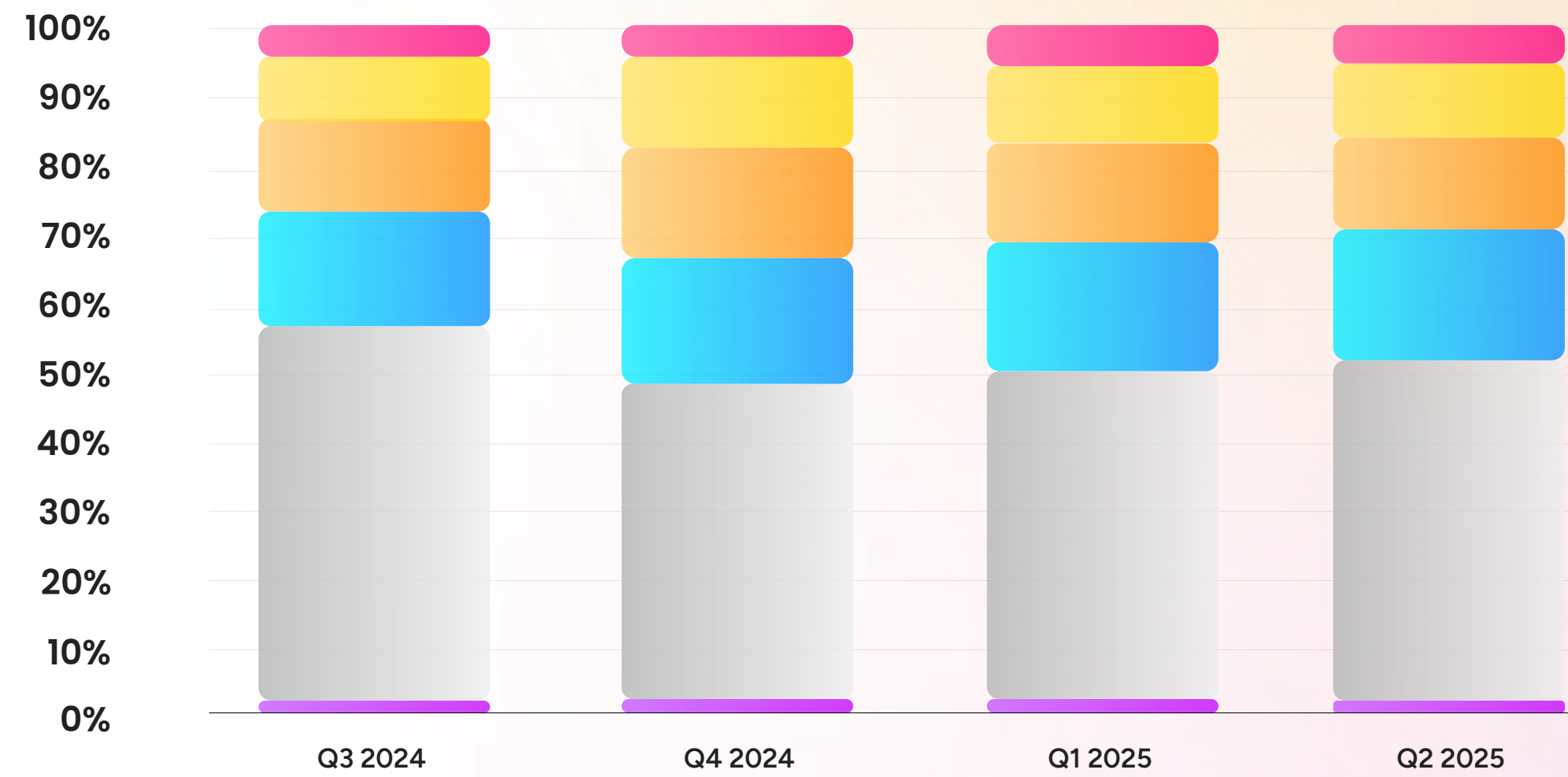
\$14.50

The ROAS in Q2 2025 was \$14.50, a 4% increase YoY.

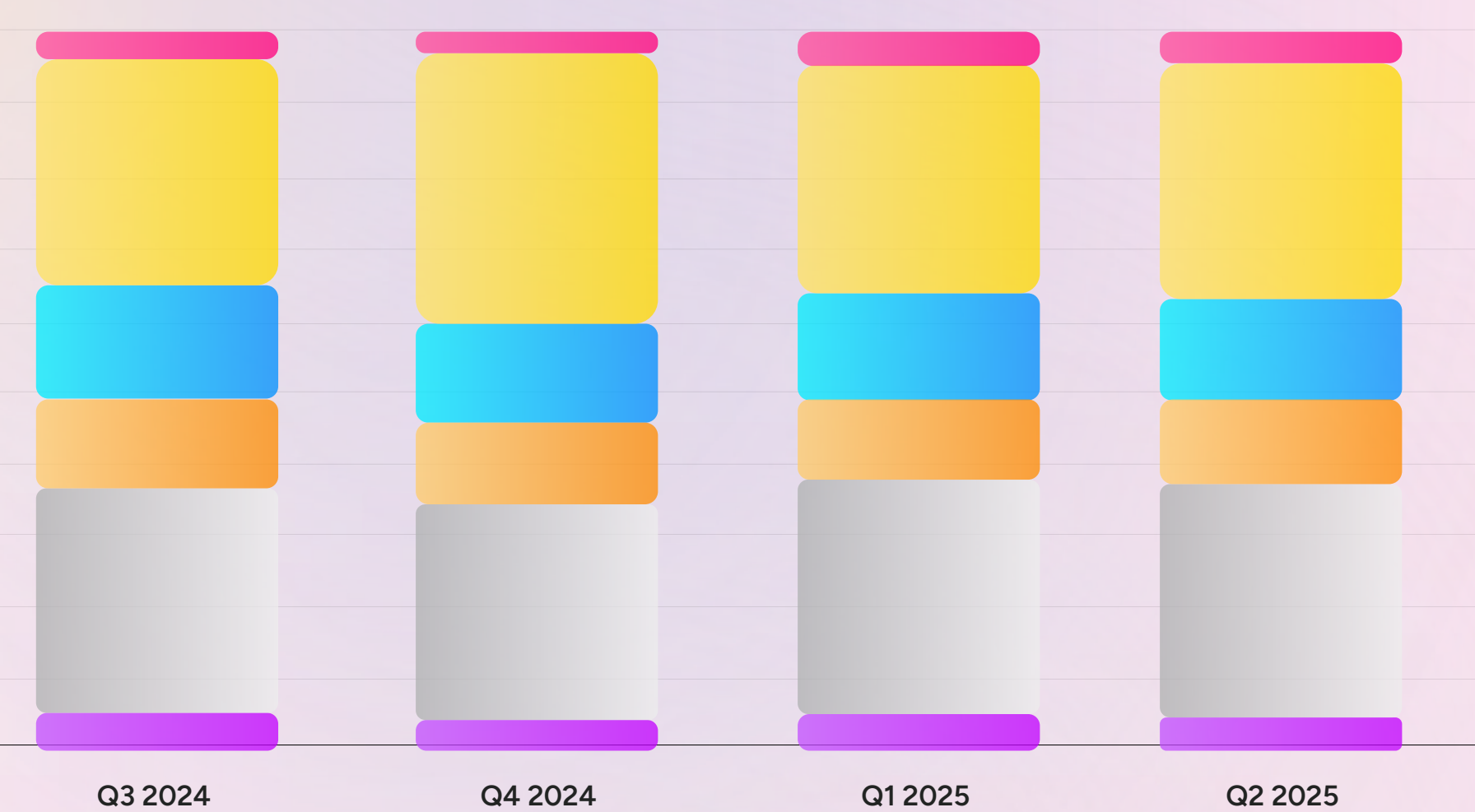


2025 Q2 share by partner category

Share of clicks by partner category



Share of publisher commission by partner category



● Buy Now Pay Later
 ● Content
 ● Content - Influencer
 ● Coupon/Value proposition
 ● Loyalty
 ● Other

- 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.
- 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.

2025 Q2 KPIs by partner category

Partner vertical group	AOV(USD)	ECPA	ROAS(USD)	%NTF
Buy Now Pay Later	\$170.83	6.52%	\$15.33	43.33%
Comparison shopping services	\$161.59	10.76%	\$9.30	37.69%
Loyalty	\$121.80	5.93%	\$16.86	25.68%
Coupon/Value proposition	\$115.24	4.84%	\$20.68	30.50%
Content-Influencer	\$114.97	8.64%	\$11.57	36.38%
Other	\$113.64	6.02%	\$16.62	40.22%
Content	\$85.34	9.44%	\$10.59	45.92%
Card Linked Offers (CLO)	\$78.16	3.97%	\$25.16	46.31%

- On average, 111 partners drive clicks for brands in AMR while 35 drive revenue.
 - BNPL, CSS, and Loyalty drive strong AOV.
 - CLO, Coupon, and Loyalty have the strongest ROAS given their lower APCR.
- CLO, Content, and BNPL 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