Partnerize

Partnership growth index

Updated for ~~Q1~~ 2026
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 2026 in comparison to the same period in 2025.
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)
$126

Conversion rate
2.6%



Percentage of revenue from mobile
+48%

Commission rate
7.4%

ROAS
$13.57

Percentage of revenue from new customers
+33%

Revenue YoY growth
2%

Publisher commission YoY growth
1%

Order value growth YoY

+2%

Order value increased 2% YoY in Q1 2026.



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

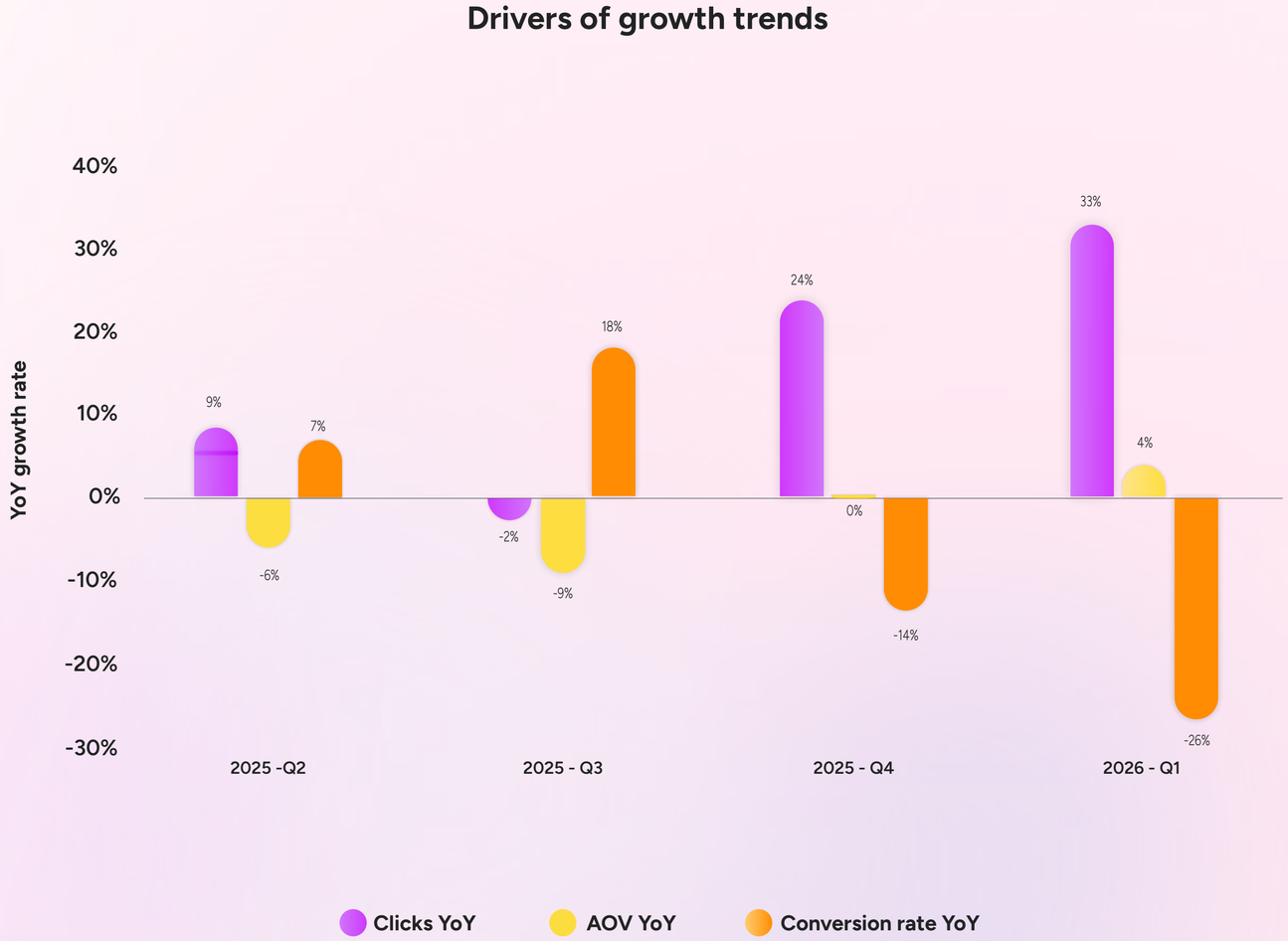
Drivers of growth trends

+4%
AOV

+33%
Clicks

-26%
Conversion rate

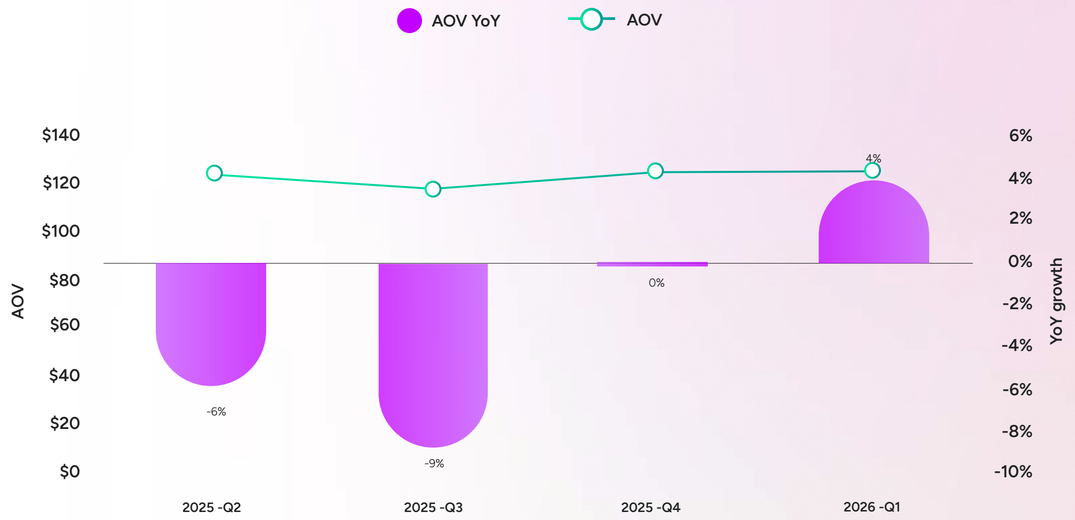
Q1 revenue growth was due to a 33% increase in clicks, a 4% increase in average order value, while there was also a 26% decrease in conversion rate.



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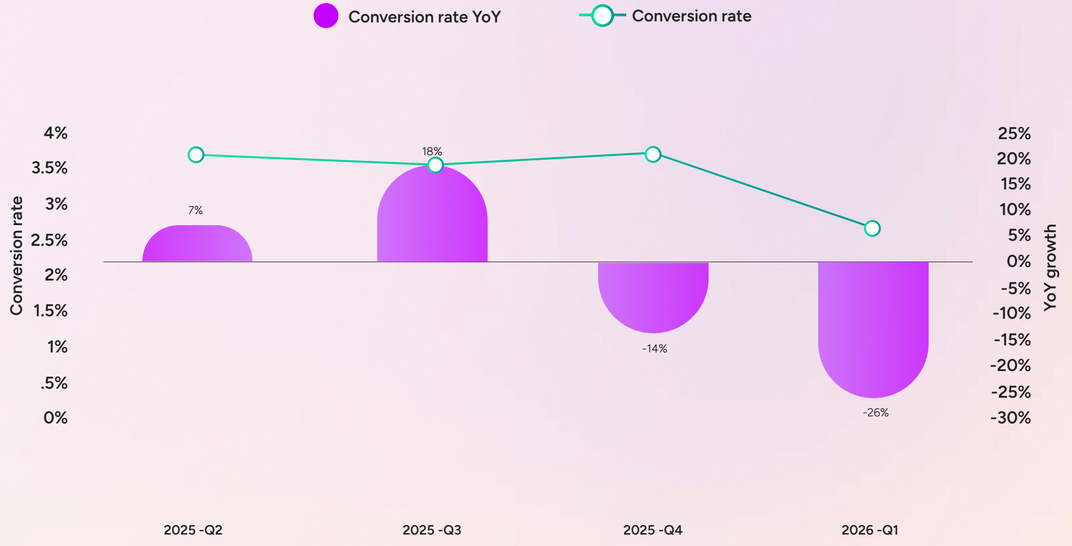
AOV (USD) and conv rate trends

AOV Trends



~~AOV has increased~~ ~~4% in Q1 2026 to $126 USD.~~

Conversion rate trends

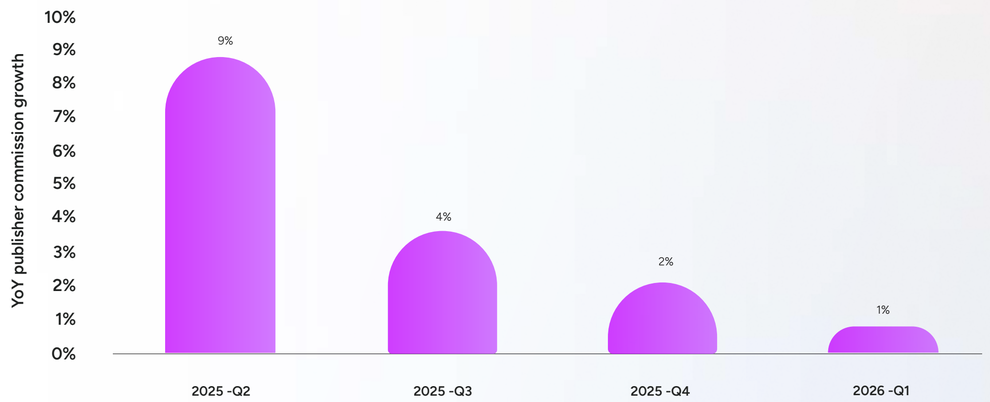


~~Conversion rate in Q1 2026 was 2.64%, a 26% increase YoY.~~

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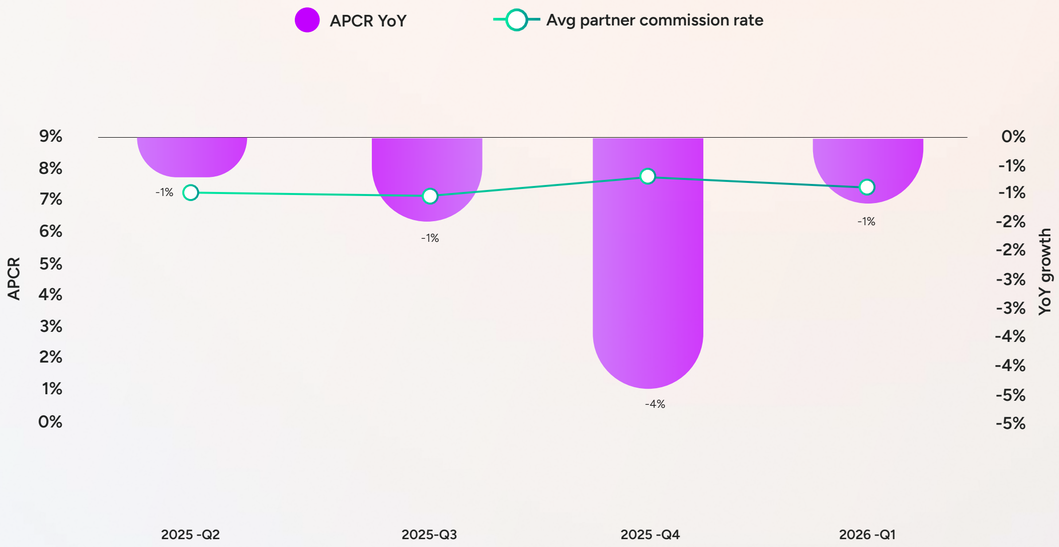
Publisher commission growth YoY

YoY publisher commission growth



~~Commission paid to publishers has increased 1% YoY in Q1 2026.~~

Avg publisher commission rate trends



~~The average publisher commission rate in Q1 2026 was 7.4%, a 1% decrease YoY.~~

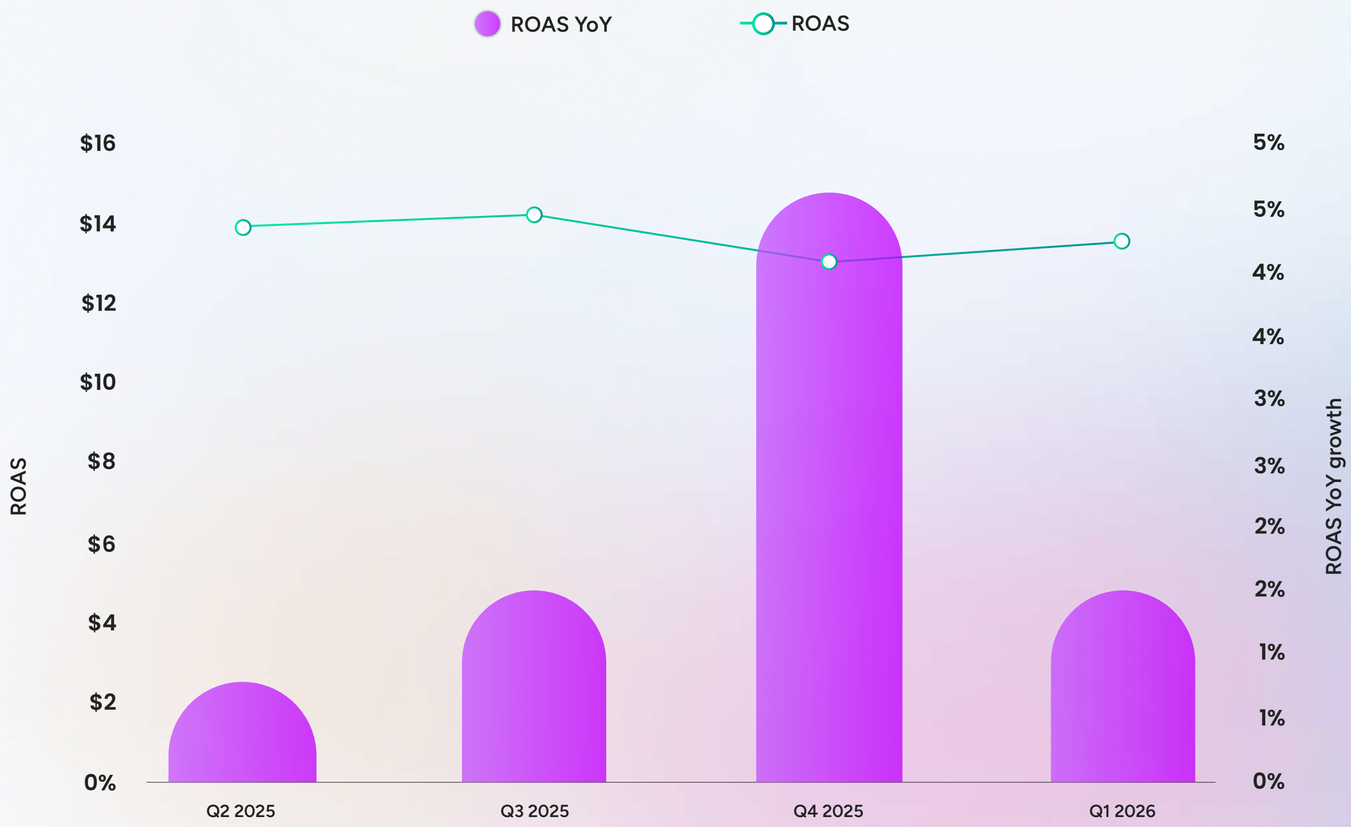
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Return on ad spend growth YoY

$13.57

The ROAS in Q1 2026 was $13.57, a 1% increase YoY.

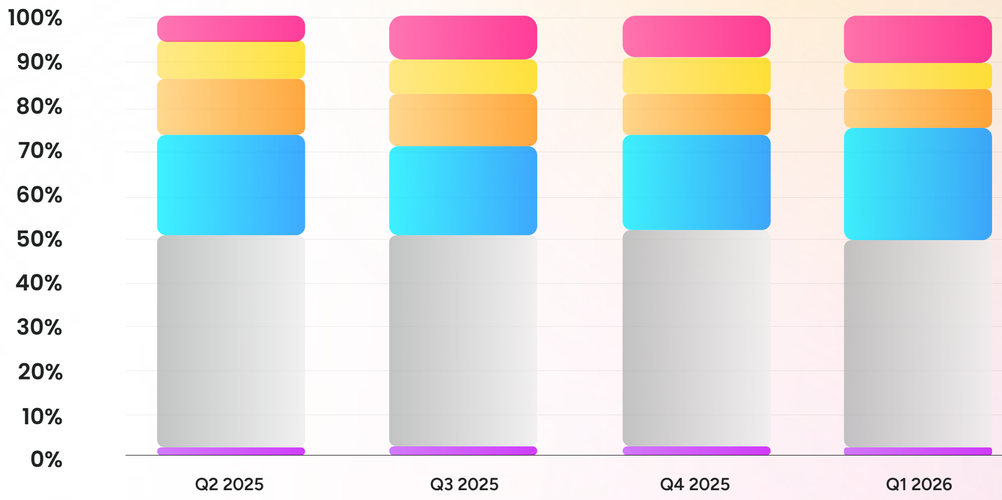
ROAS trends



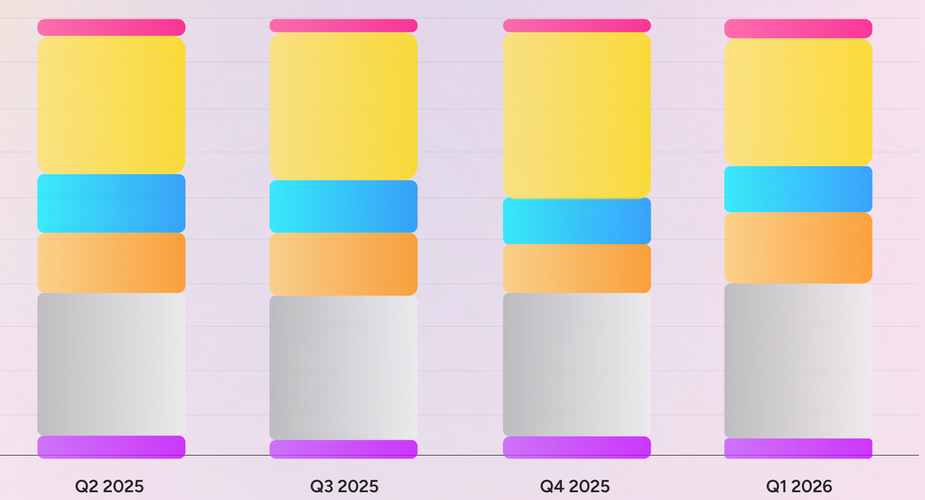
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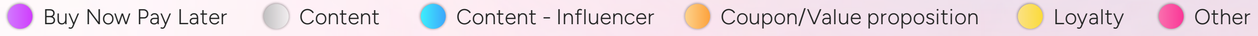
2026 Q1 share by partner category

Share of clicks by partner category



Share of publisher commission 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.
- Content, Coupon, & Loyalty partners drive the majority of overall revenue and new customer revenue for brands.

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2026 Q1 KPIs by partner category

Partner vertical group	AOV(USD)	ECPA	ROAS(USD)	%NTF
Buy Now Pay Later	$179.22	5.99%	$16.69	48.52%
Card Linked Offers (CLO)	$140.76	113.76%	$0.88	100.00%
Comparison shopping services	$166.06	11.77%	$8.50	41.01%
Content	$133.03	13.12%	$7.62	49.54%
Content-Influencer	$150.79	10.73%	$9.32	44.22%
Coupon/Value proposition	$162.92	5.28%	$18.95	50.72%
Loyalty	$164.05	5.96%	$16.79	40.12%
Other	$213.15	13.89%	$7.20	53.15%
Unclassified	$53.51	5.23%	$19.13	37.77%

- ~~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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Partnerize

A better way to partner.



Interested in learning more with a Partnerize expert?

Contact us at contact@partnerize.com