



Partnerize

Partnership Growth Index™

AMR Edition

Updated for Q4 2024

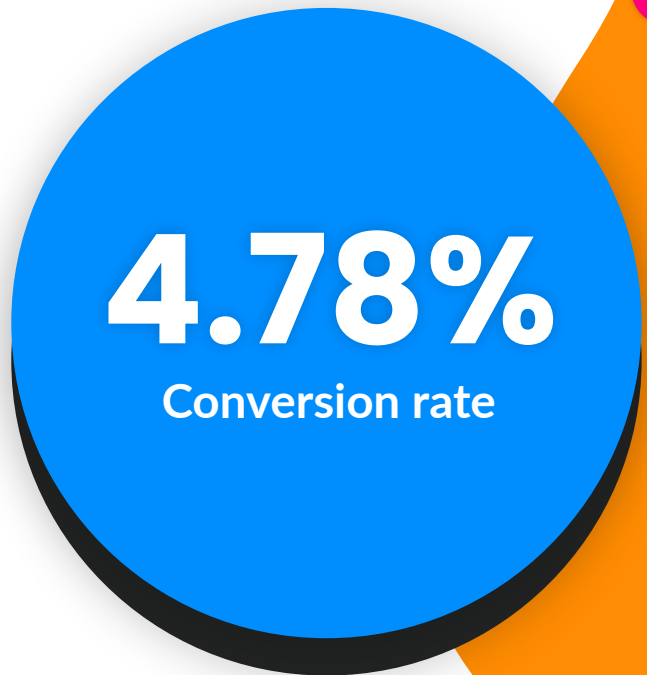
Introduction

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.

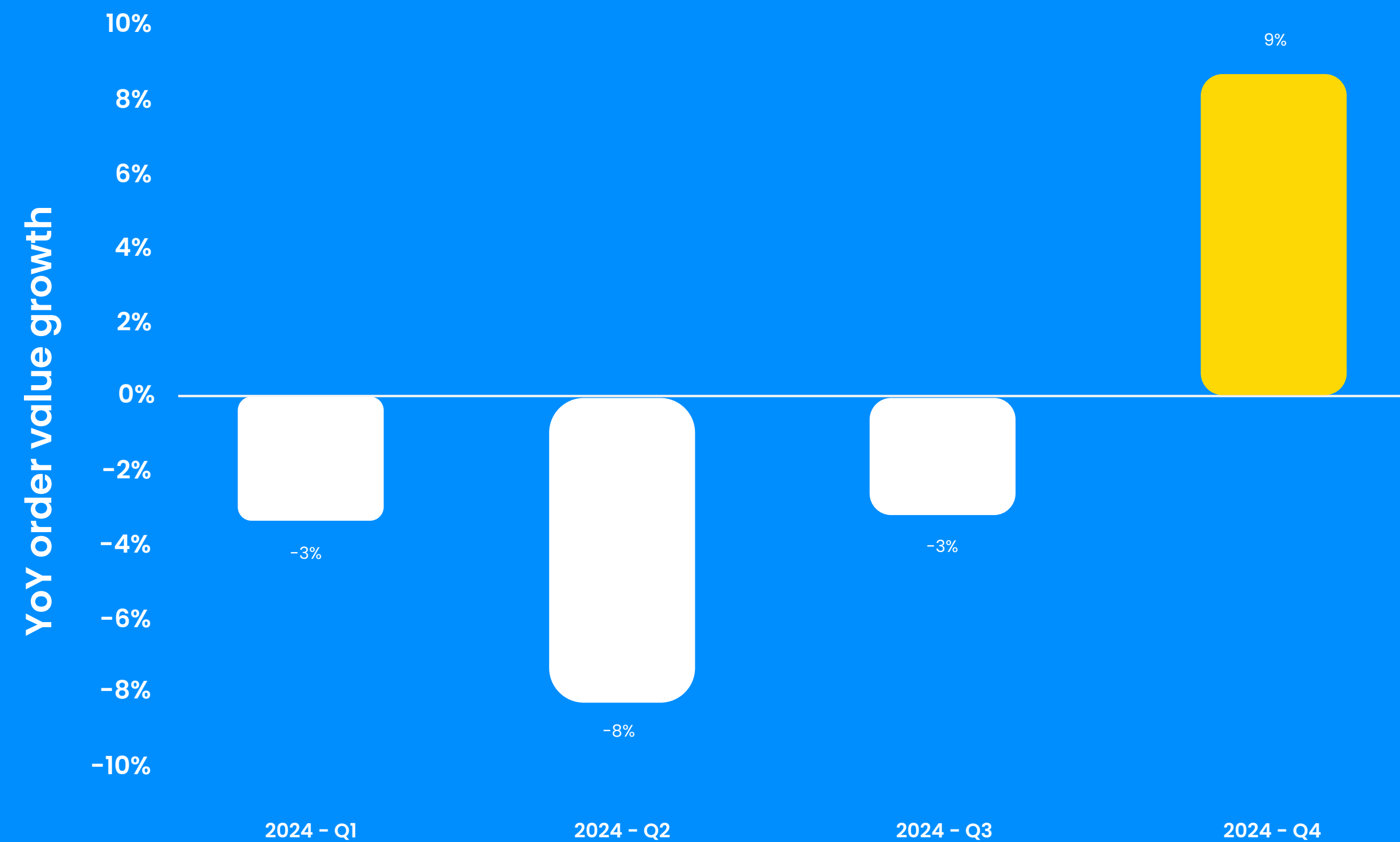
Quarterly highlights



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

Order value growth YoY

4



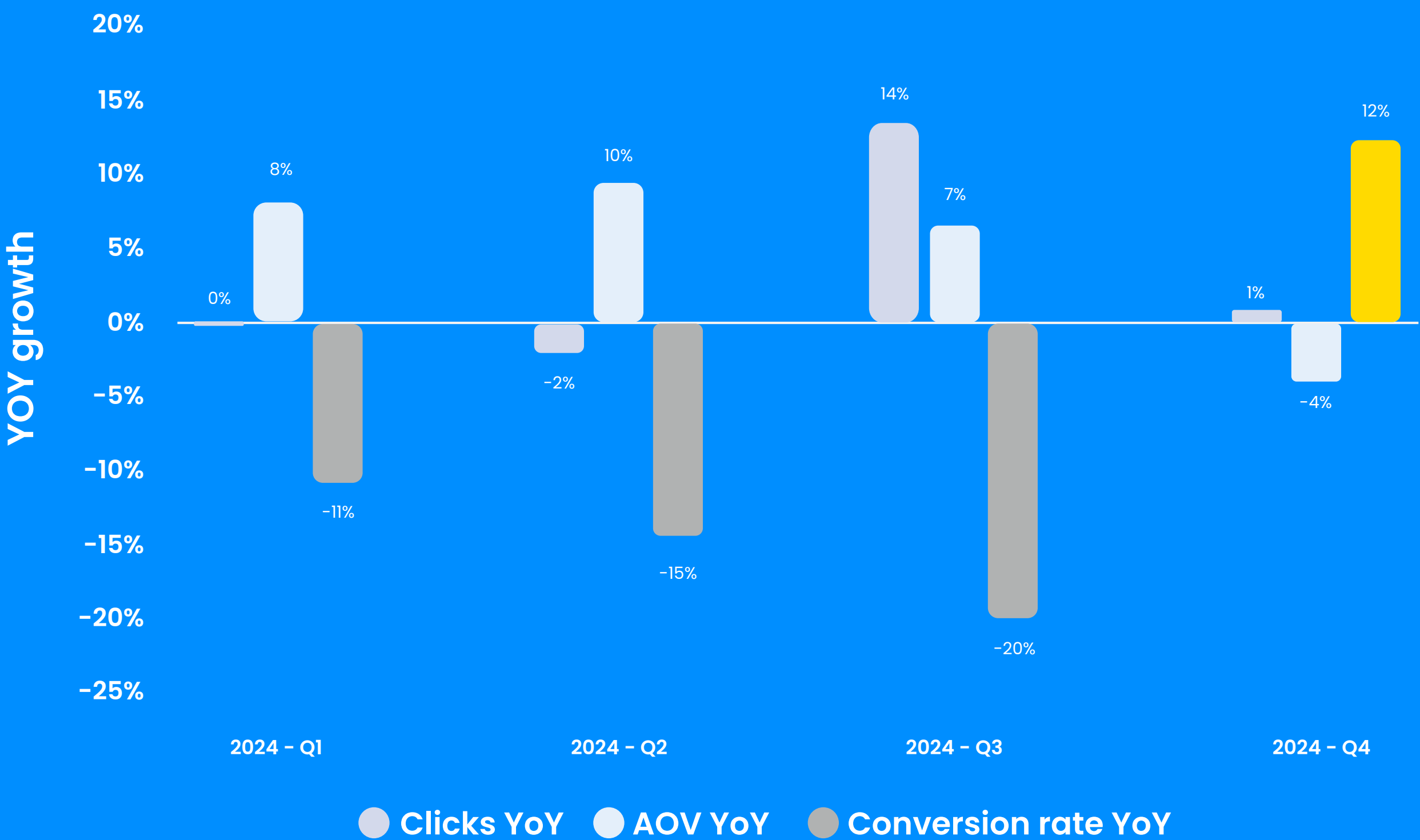
+9%

AMR revenue growth was up
9% YoY in Q4 2024.

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

Drivers of quarterly growth Q4

Drivers of growth rate



12%

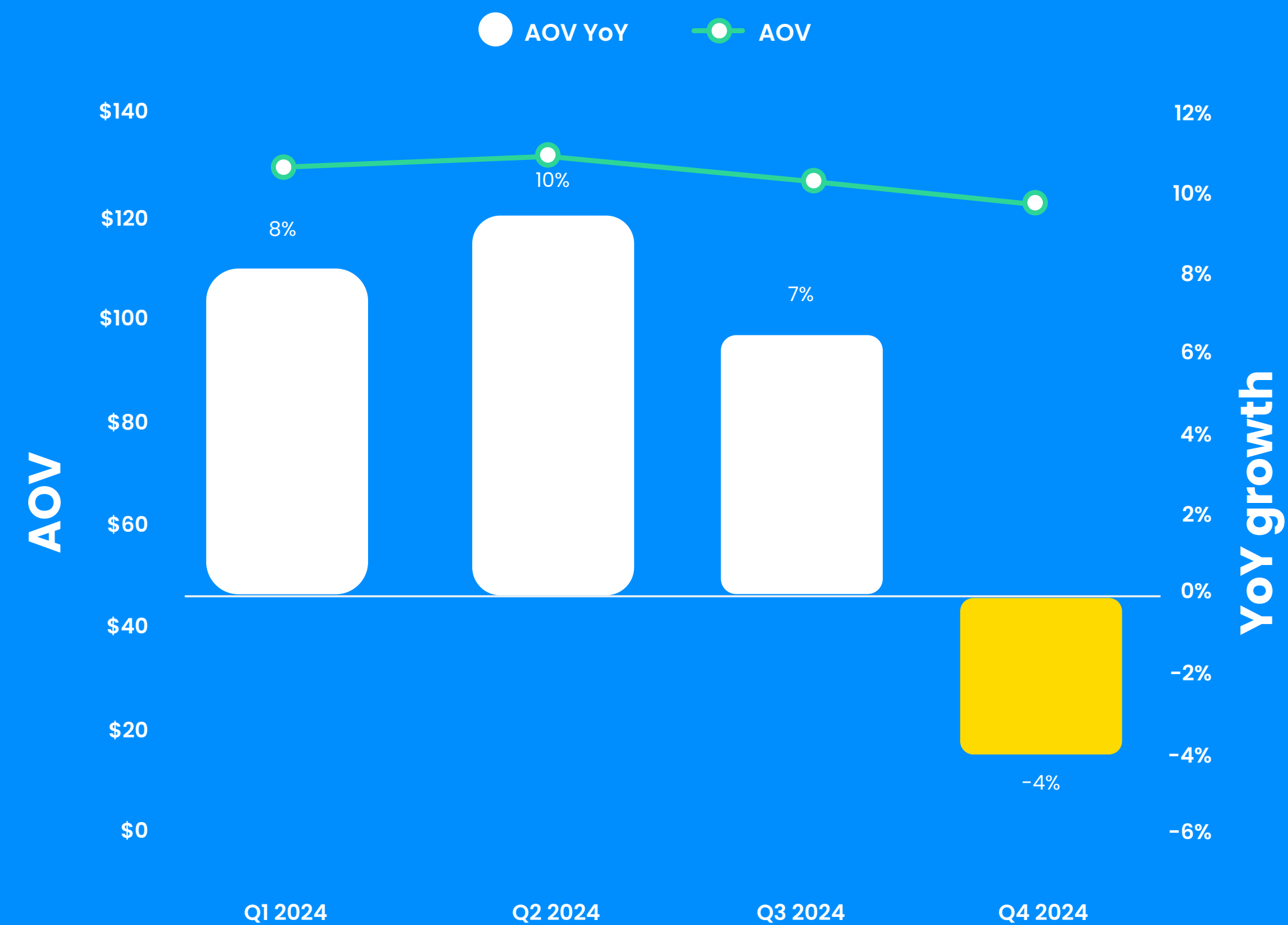
Q4 revenue growth was due to an 12% increase in conversion rate, a 1% increase in clicks while average order value (AOV), decreased 4% YoY.

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AOV (USD) and conv rate trends

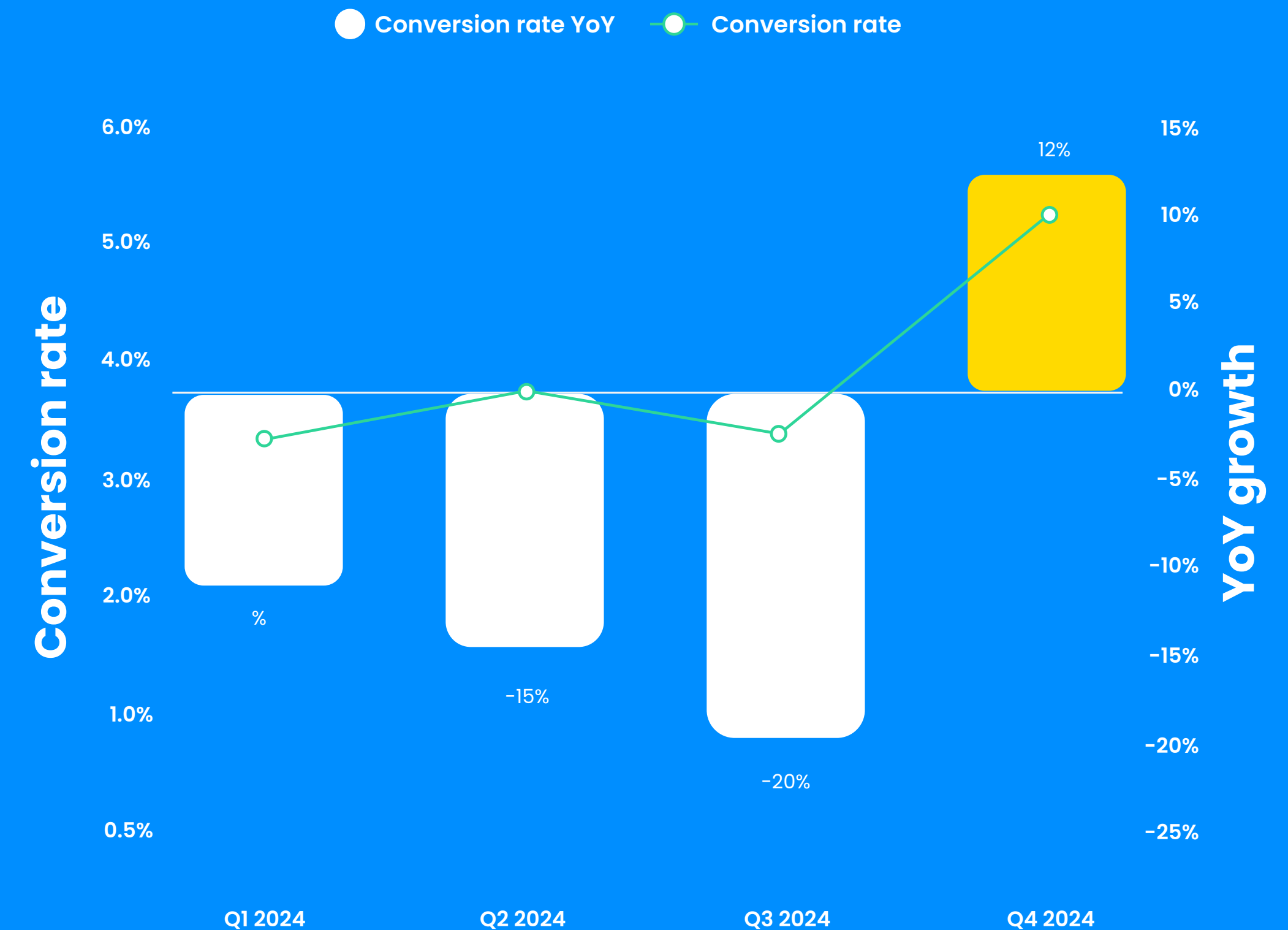
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AOV Trends



AOV has declined 4% YoY in Q4 2024 to \$122 USD.

Conversion Rate Trends

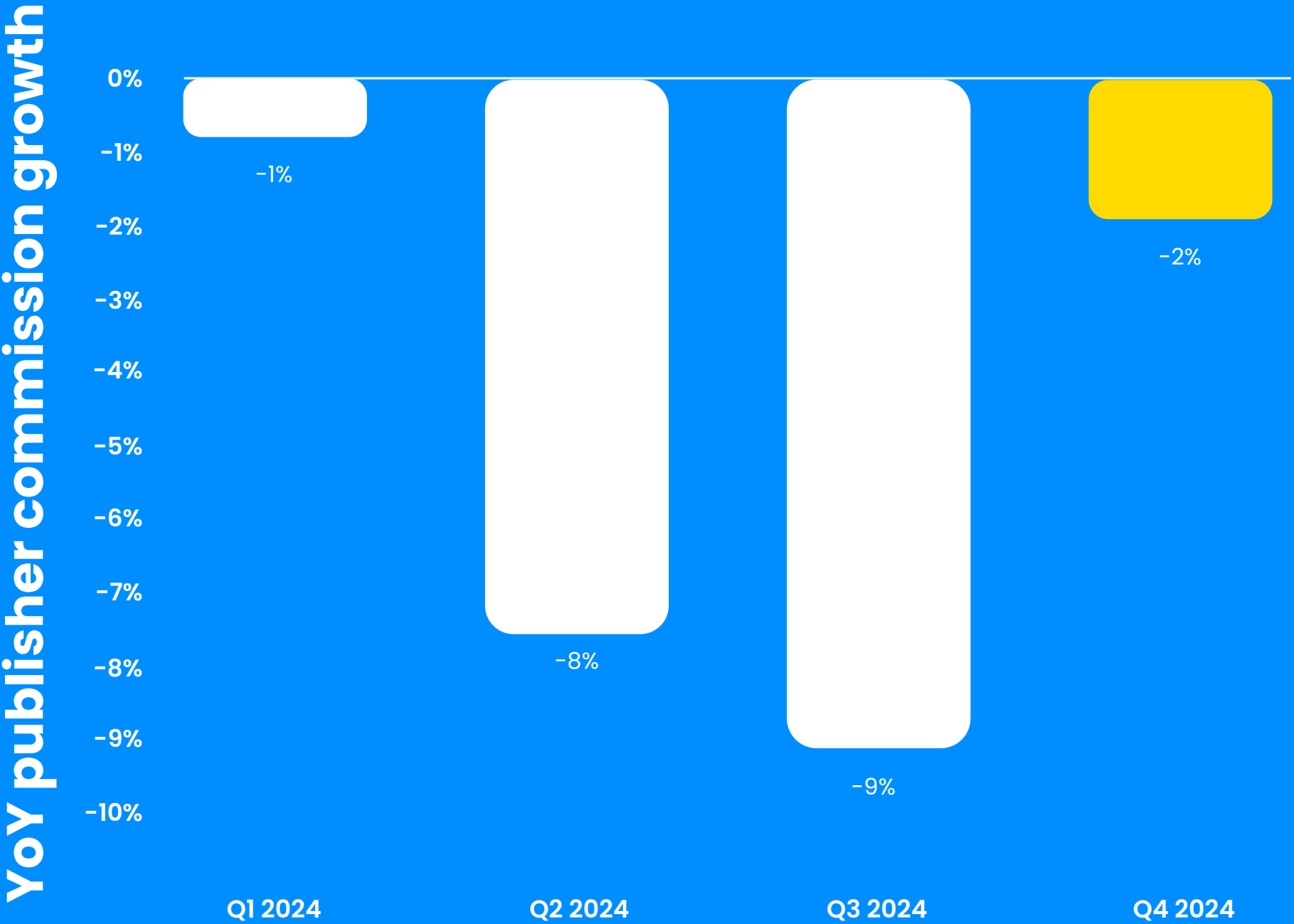


Conversion Rate in Q4 2024 was 4.8%, a 12% increase YoY.

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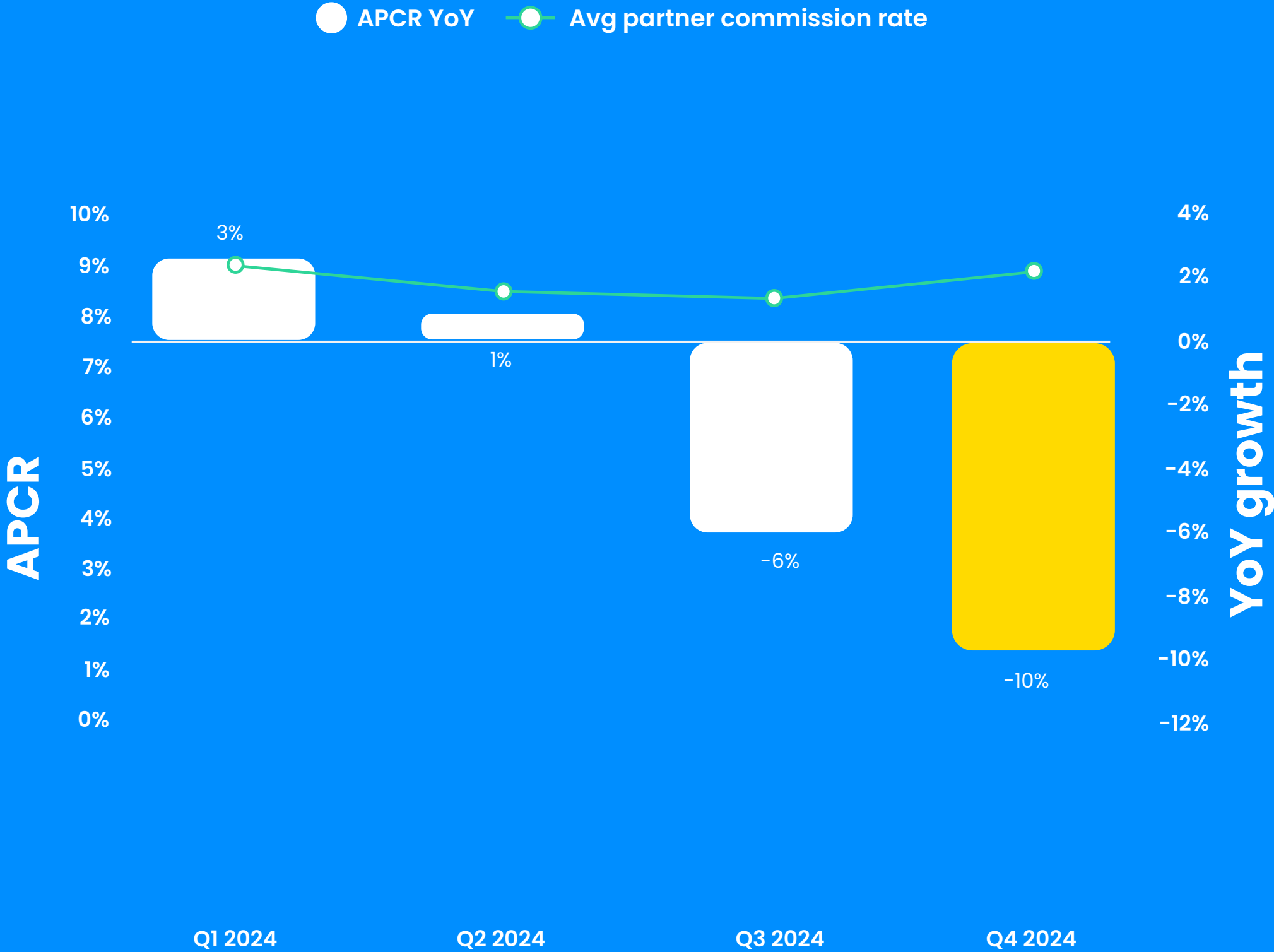
Publisher commission growth YoY

YoY publisher commission growth



Commission paid to publishers has declined 2% YoY in Q4 2024.

Avg publisher commission rate trends

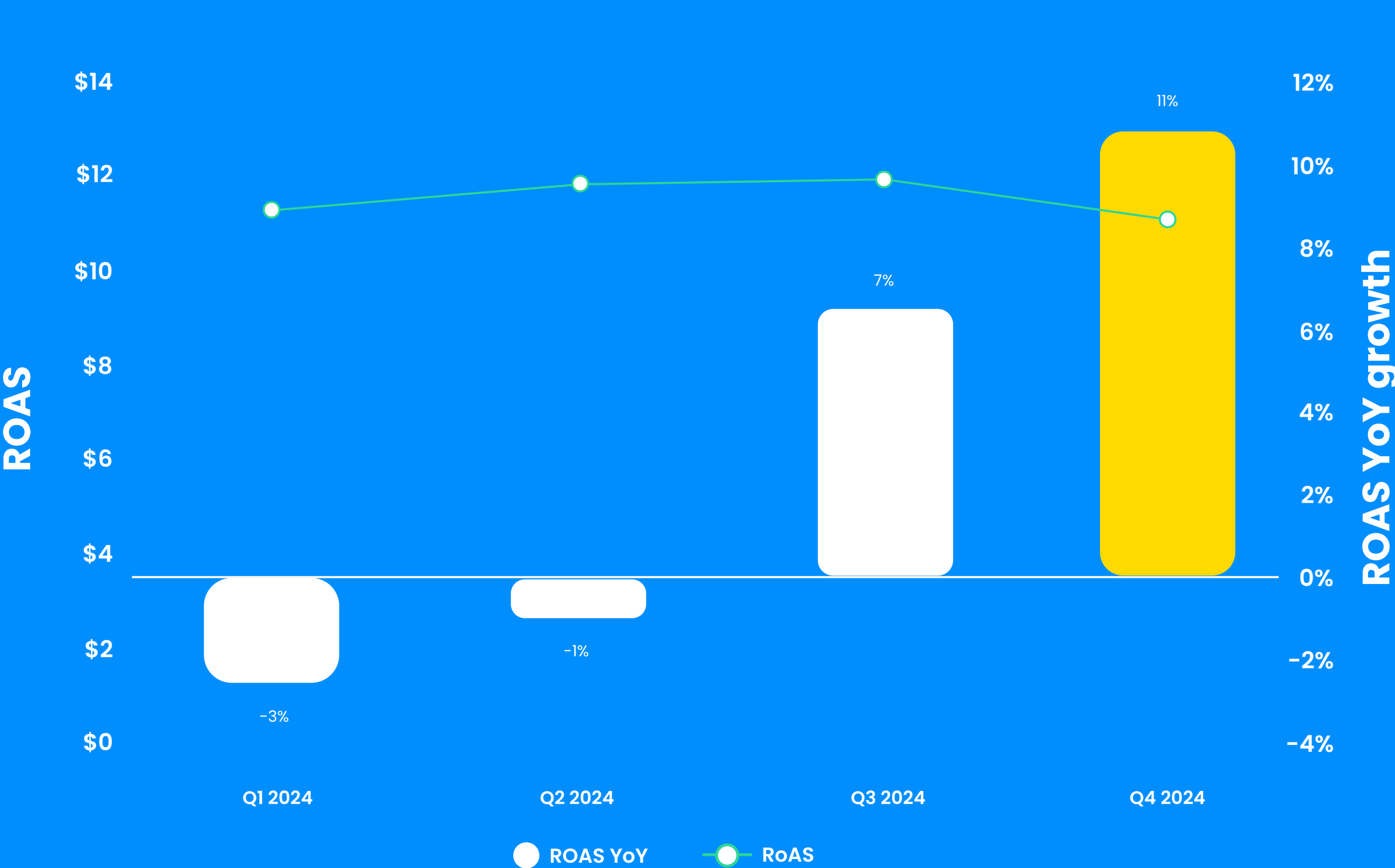


The average publisher commission rate in Q4 2024 was 8.9%, a 10% decrease YoY.

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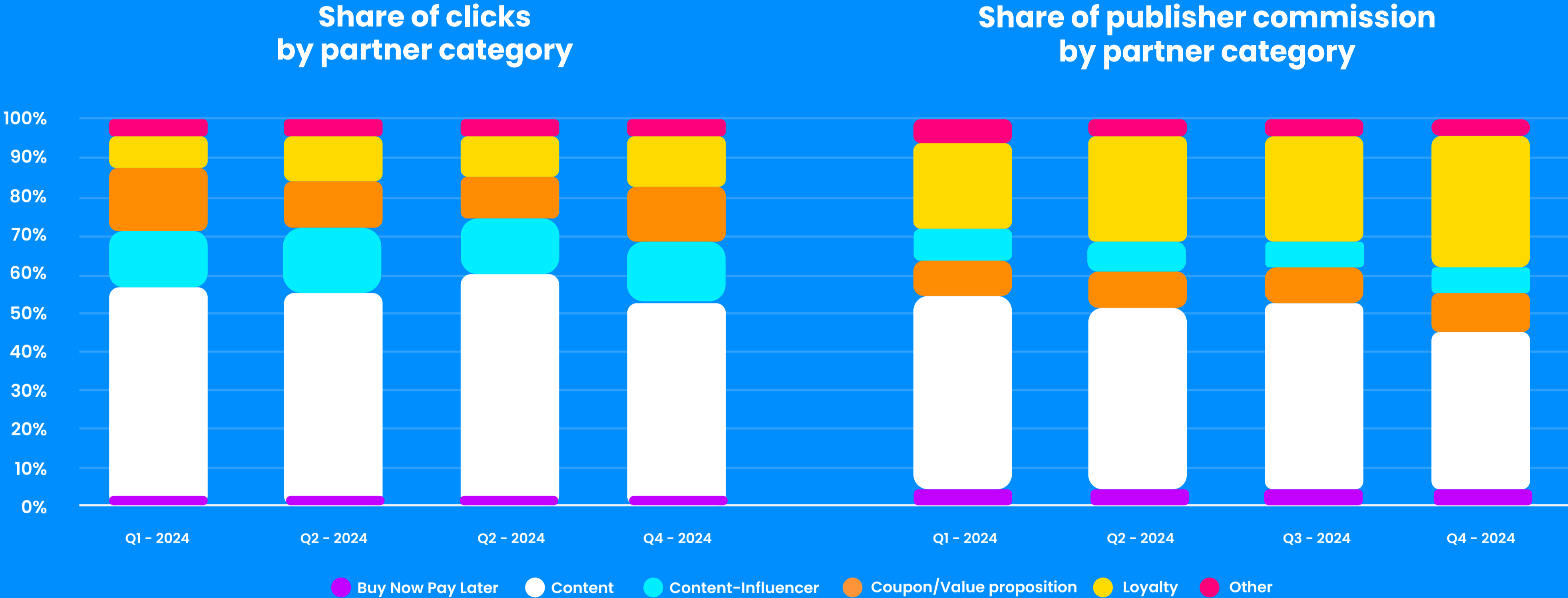
Return on ad spend growth YoY

ROAS trends



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2024 Q4 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.
- BNPL is an emerging partner type.
- 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.

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2024 Q4 KPIs by partner category

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Partner vertical group	AOV(USD)	Conversion rate	Avg partner commission rate	ROAS (USD)	% Revenue from new customers	% Revenue from mobile
Buy Now Pay Later	\$167	6.8%	7.6%	\$13.20	42%	80%
Content	\$136	2.1%	12.8%	\$7.84	43%	47%
Content – Influencer	\$150	1.2%	11.1%	\$9.00	37%	54%
Coupon/Value proposition	\$115	4.4%	4.6%	\$21.98	37%	36%
Loyalty	\$128	13.5%	6.4%	\$15.67	27%	29%
Other	\$115	4.6%	9.2%	\$10.88	33%	47%

- Content-Influencer & BNPL are strong in AOV.
- Coupon, Loyalty, Other & BNPL have a high conversion rate.
 - Coupon has the strongest ROAS given their lower APCR.
- BNPL & Content drive the highest % of new customer revenue.
 - BNPL is used more than 80% on mobile devices.

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A better way to partner.

Interested in learning more
with a Partnerize expert?

Contact us at

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