

The background features a light blue and white color scheme. At the top, there is a faint bar chart with vertical bars of varying heights. A thin green line graph is also visible, starting from the left and trending upwards towards the right. The main title is centered in a large, bold, black font.

U.S. Retail Affiliate Marketing Sales Index

Updated through February 28th, 2023

 Partnerize

Introduction

In developing the U.S. Retail Affiliate Marketing Sales Index we measured the gross merchandise sales directly attributable to affiliate marketing promotions for the period beginning January 1st through December 31st and compared them against the affiliate gross merchandise sales for the same period in 2022.

We analyzed performance in 10 retail categories comprised of ~700 retail brands as tracked in the platform. Additionally, commission trends, publisher activity and customer behavior were also examined.

The U.S. Retail Affiliate Marketing Sales Index data is not intended as a proxy for overall affiliate marketing activity, e-commerce activity overall, or the performance of any individual business, including Partnerize. On a periodic basis, we review and update our same store flag methodology as new stores join the platform. On June 20th, 2021, we updated our same store logic to more closely reflect trend activity. Periodic normalization to account for data anomalies may also occur.

Vertical status through February 2023



Surging

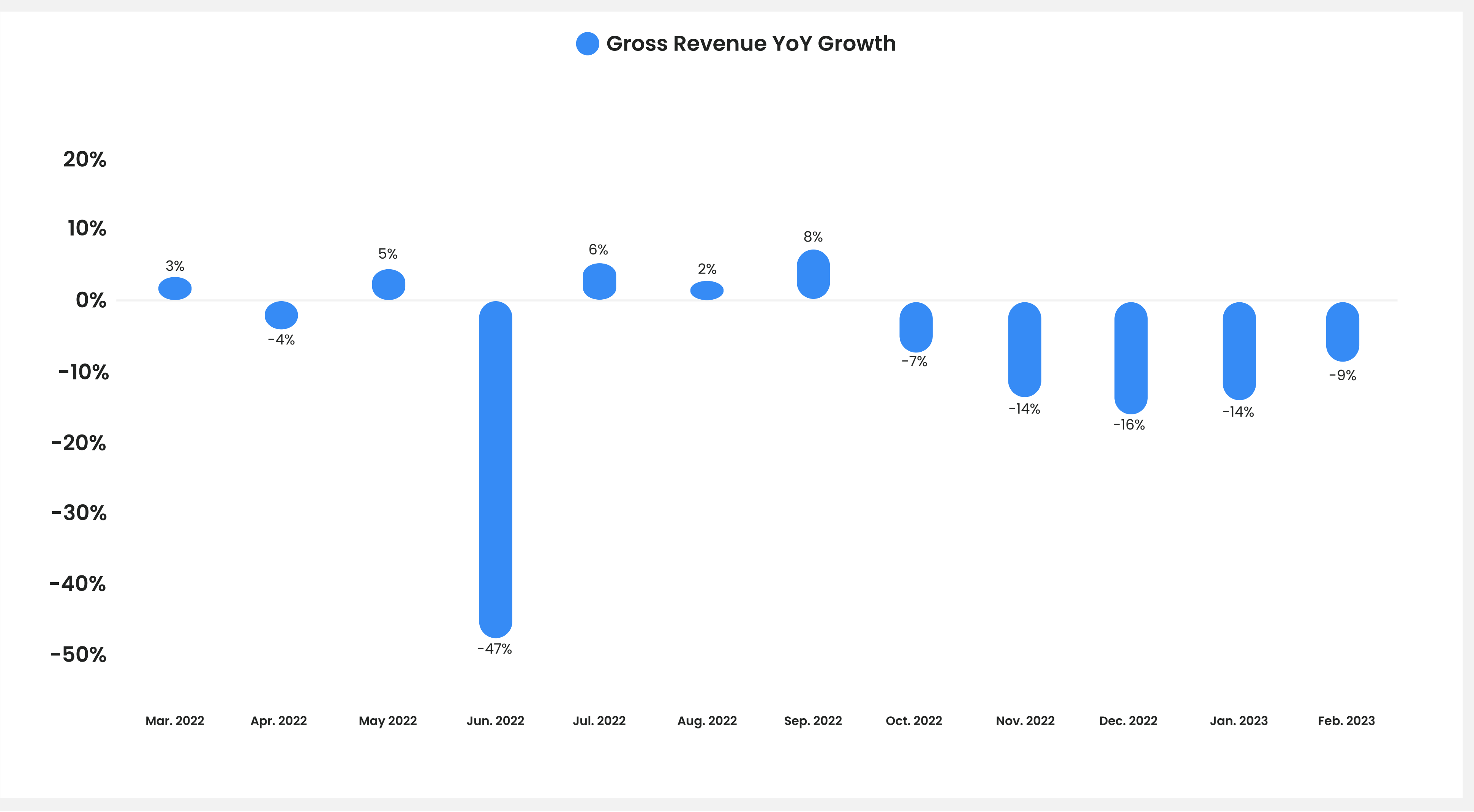
- +20% YoY** Accessories & Jewelry
- +16% YoY** Clothing & Apparel

Decreasing

- 5% YoY** Health & Beauty
- 6% YoY** Computers & Electronics
- 7% YoY** Home & Garden
- 10% YoY** Sports & Fitness
- 23% YoY** Gifts & Flowers
- 23% YoY** Food & Drink
- 83% YoY** Art, Photo & Music
- 86% YoY** Travel

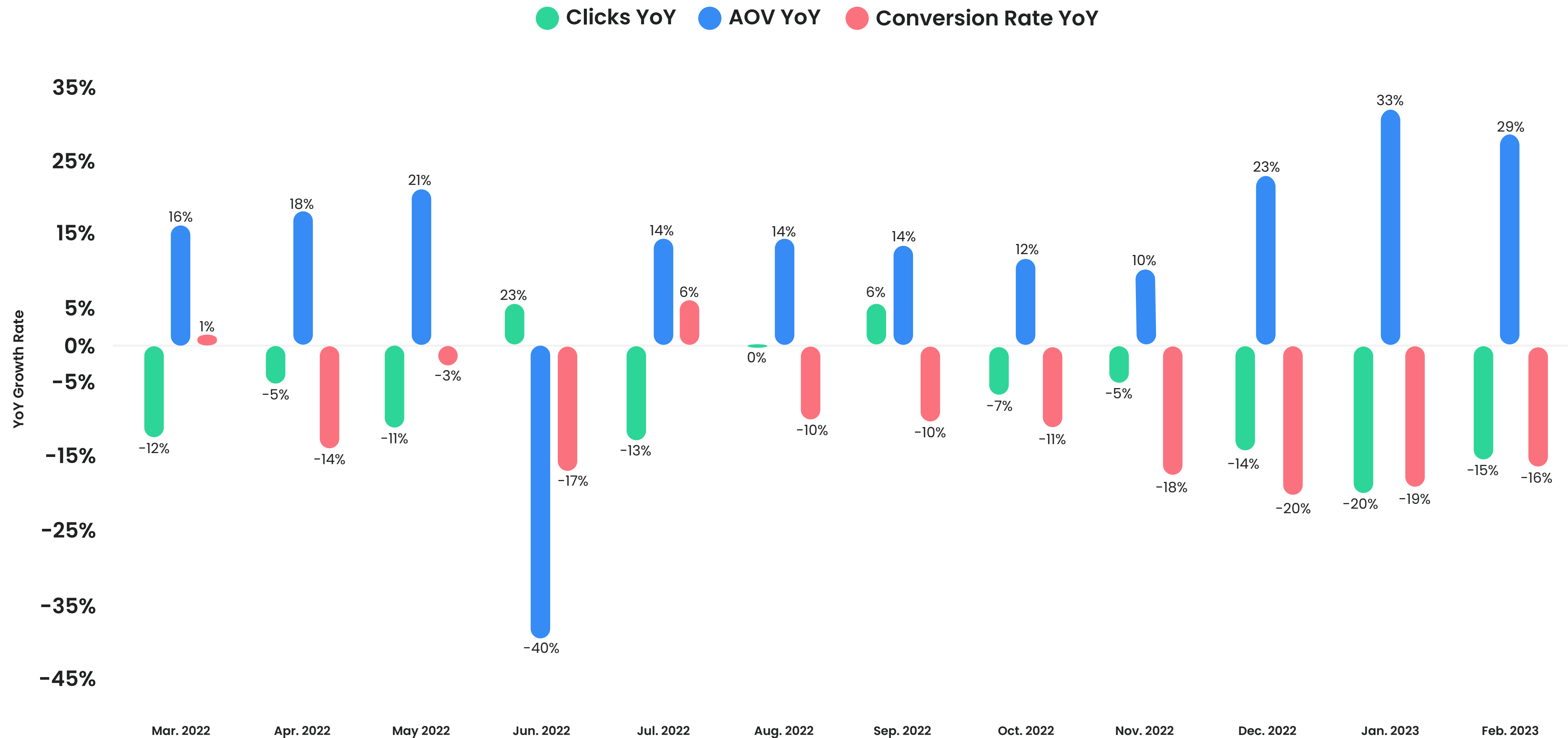
Monthly Revenue Trends

February saw a 9% decrease in YoY revenue.



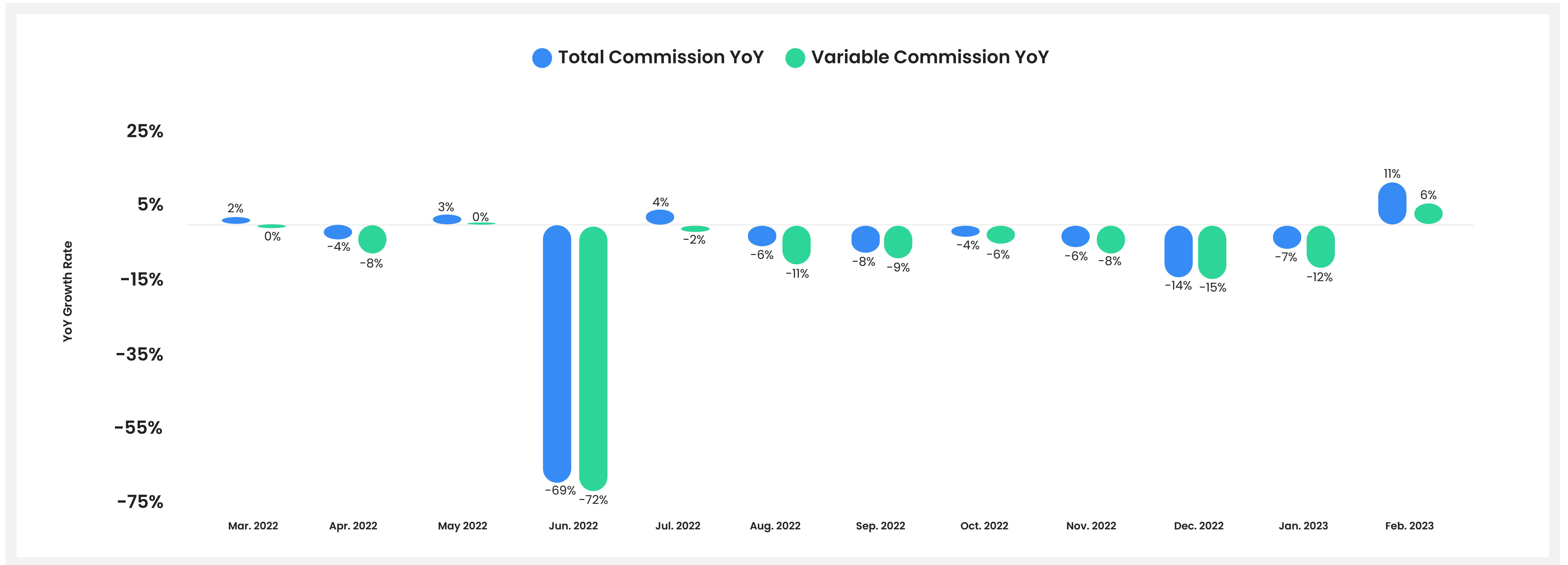
Drivers of Monthly Revenue Growth

While clicks were down 15% and conversion rate down 16% in February, average order value (AOV) increased 29% YoY.



Monthly Commission Trends

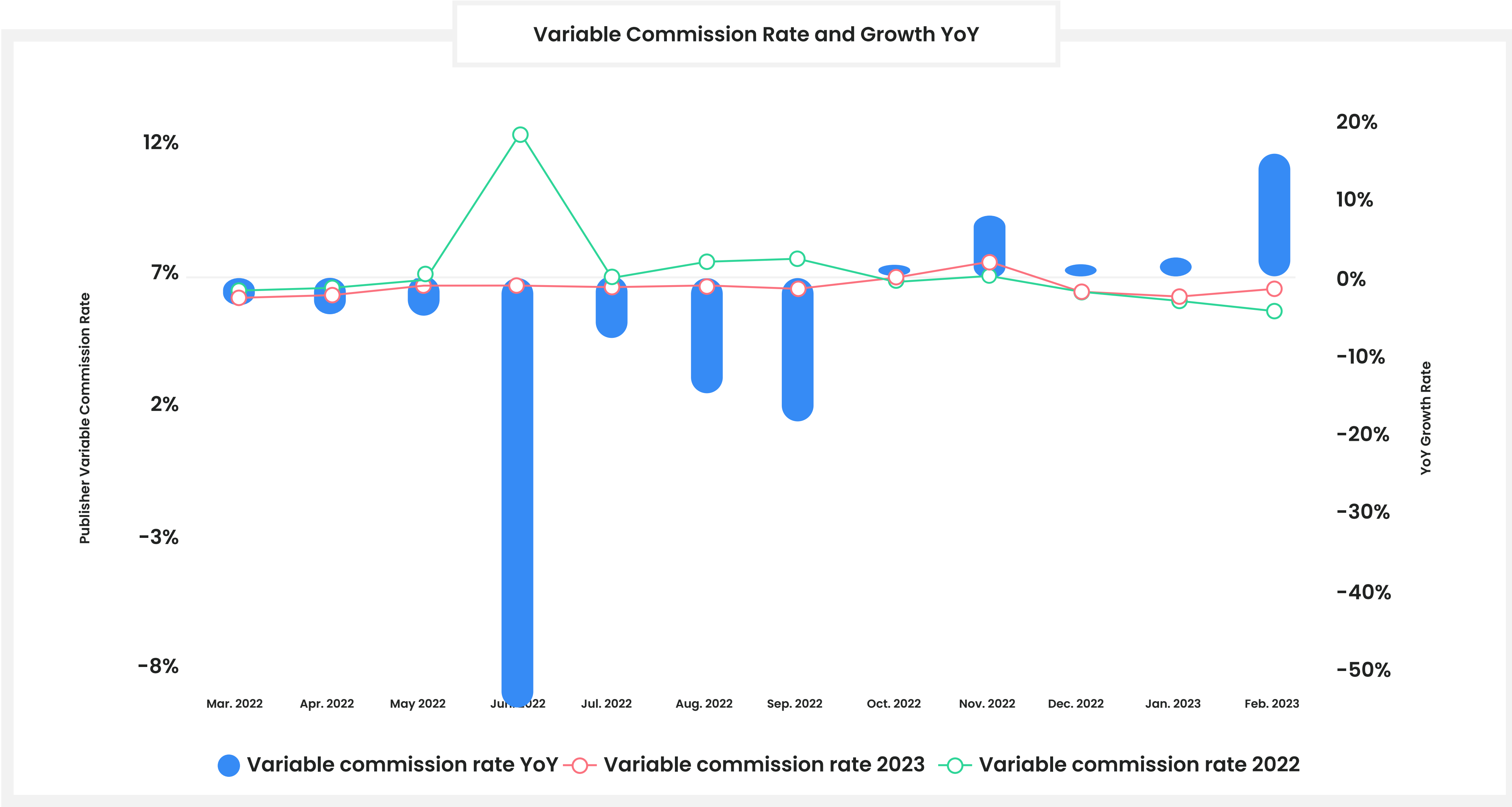
In February, variable commission rates were up 11% while total commissions were up 6% YoY.



- Commissions paid to publishers are comprised of two types:
 1. “Variable Commission” is defined as a percentage of revenue or conversion
 2. “Bonus Commission” is defined as a flat amount typically associated with paid placements or media buys
- “Total Commission” is defined as the total of “Variable commission” plus “Bonus commission”

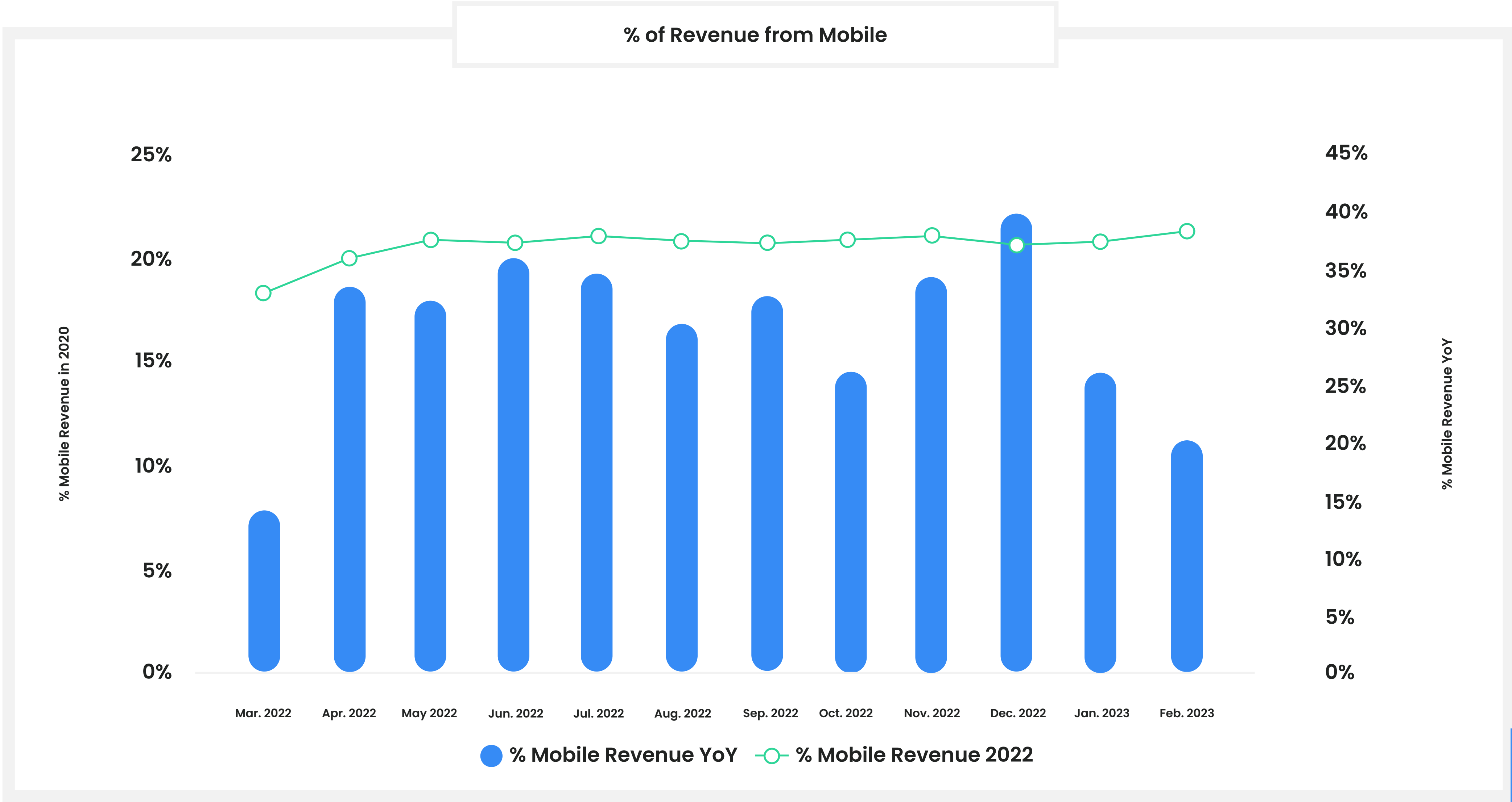
Monthly Variable Commission Rates Trends

Variable commission rates were at 6.6% in February, up from 5.7% in February of 2022.

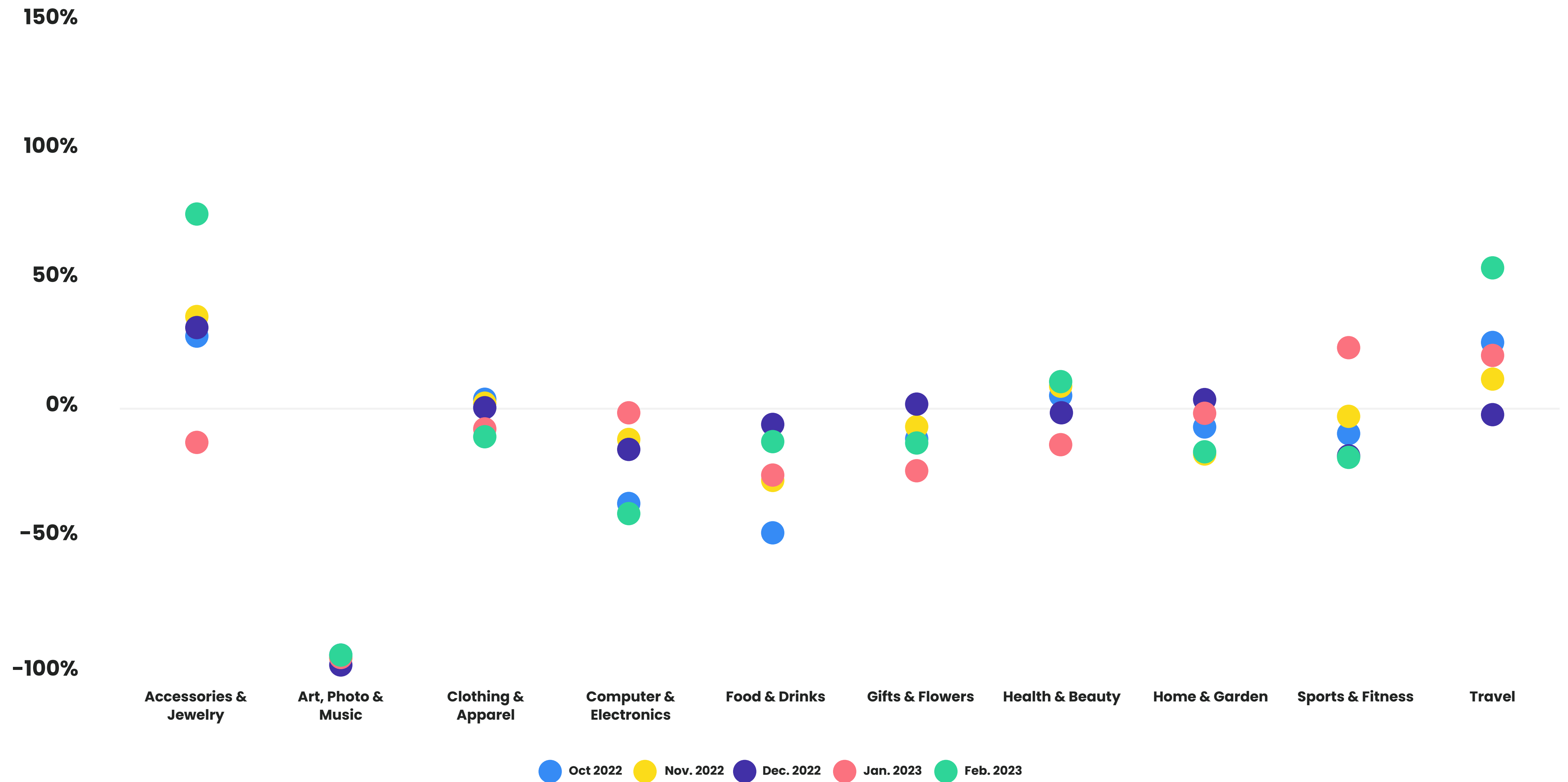


Monthly Mobile Revenue Share

Mobile revenue was up 11% YoY in February 2023, down from 15% in January 2023.
Mobile revenue share represented 38.2% of all conversion activity.

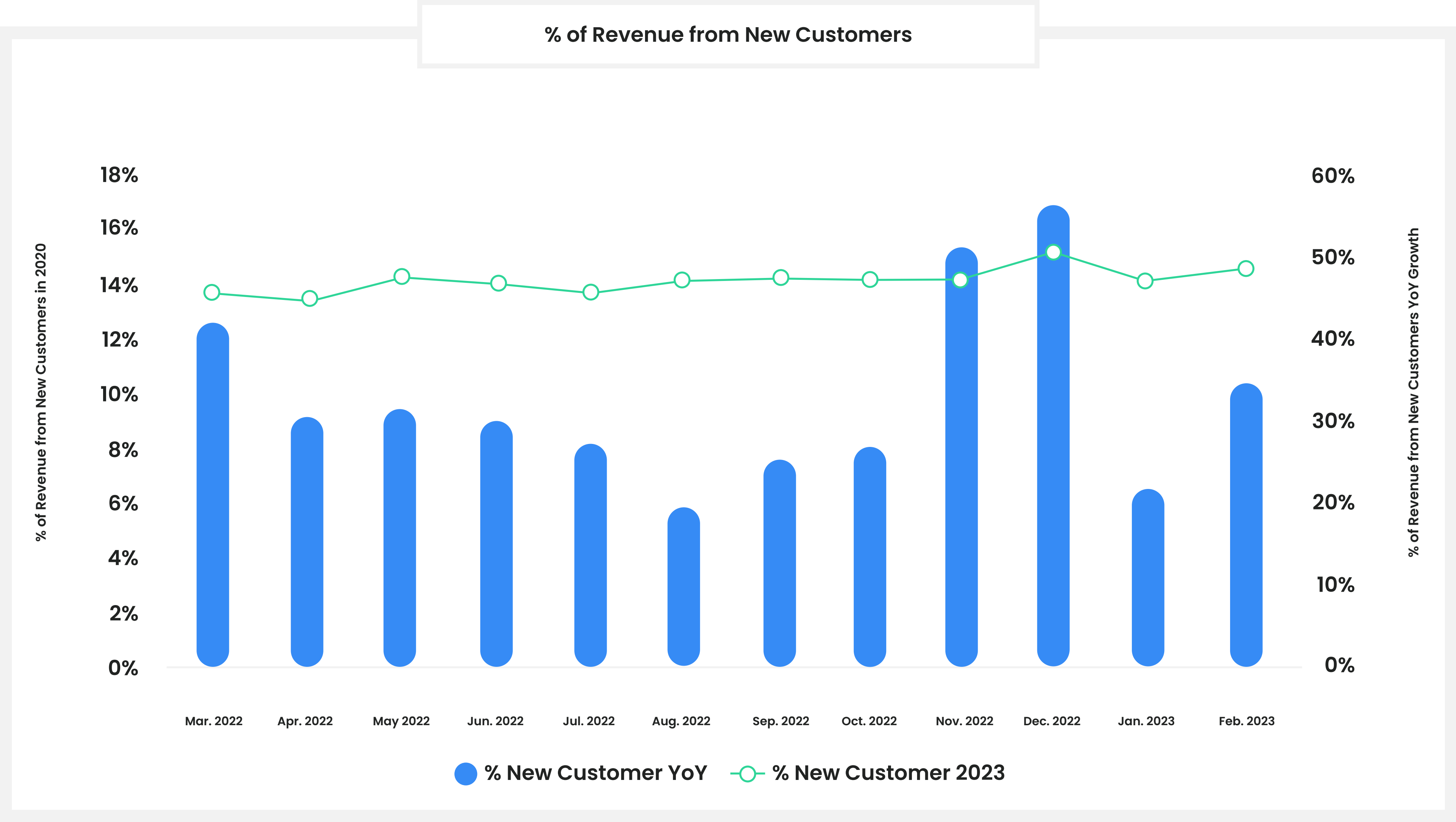


Revenue Growth by Advertiser Vertical



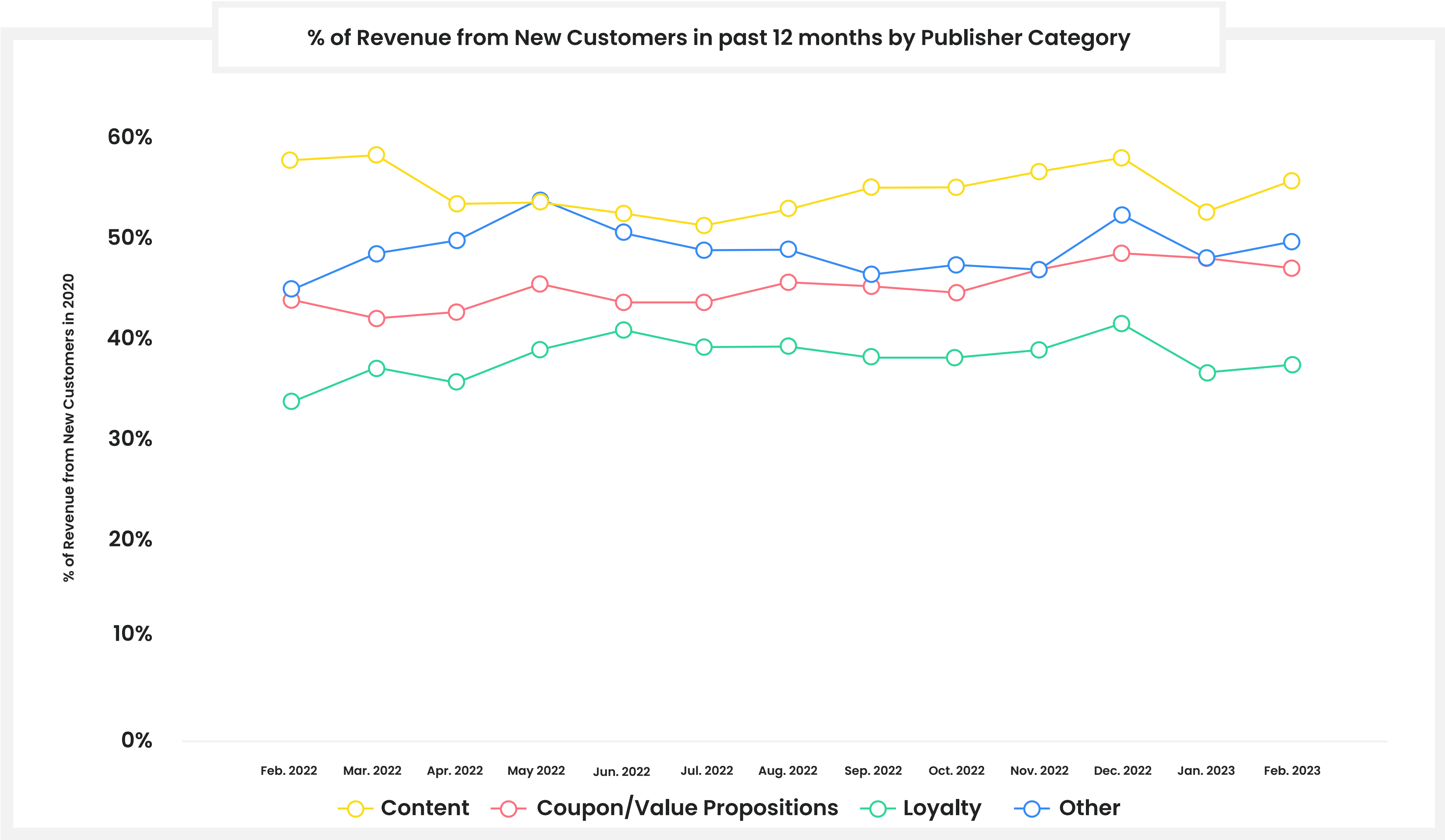
Monthly New Customer Revenue Share

In February, the percentage of revenue from new customers was at 48.1%, a YoY increase of 10% for this same time last year.



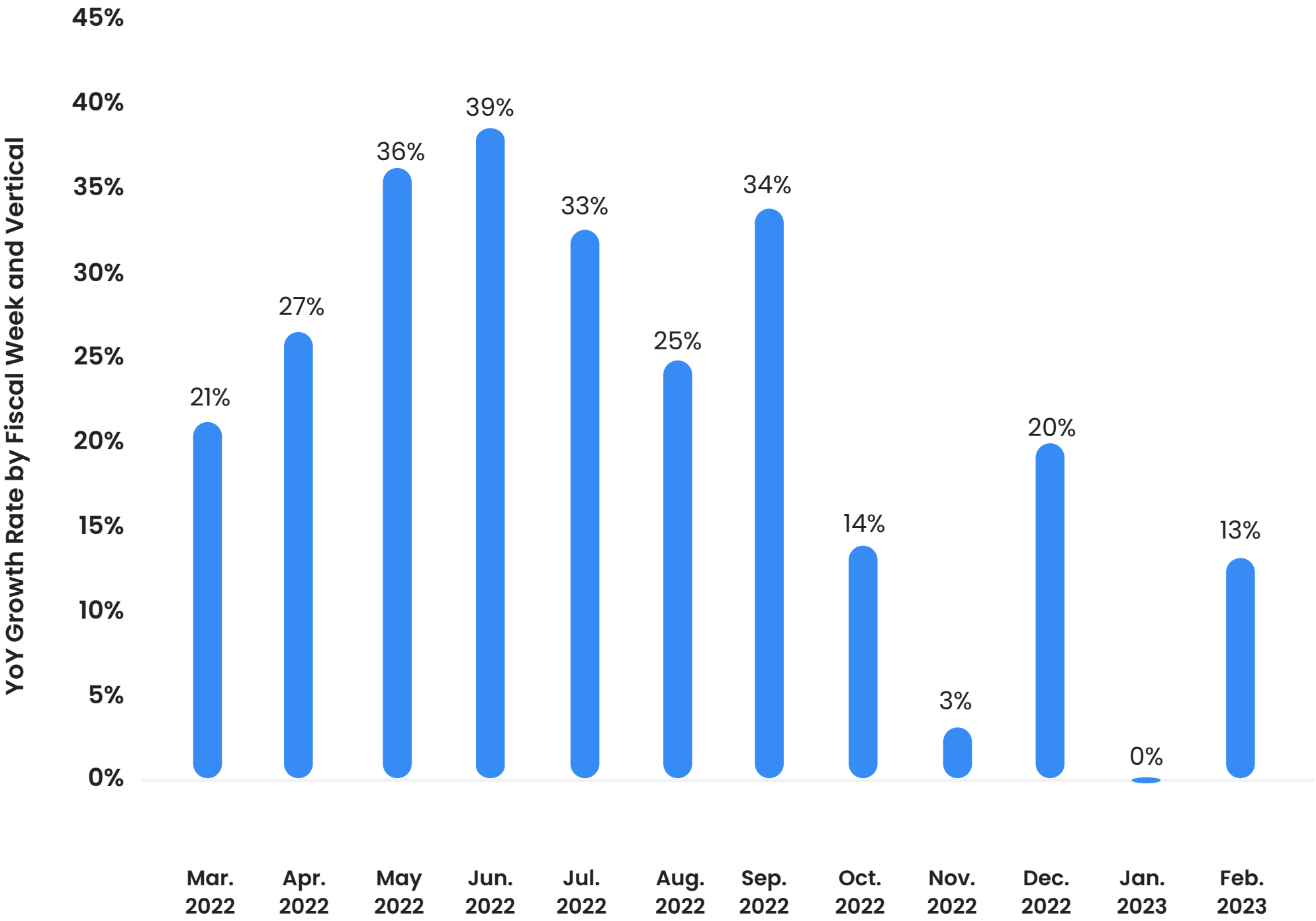
New Customer Revenue by Publisher Category

Content partners have a new customer rate of 56% in February followed by Other at 50%, Coupon at 47% and Loyalty at 37%.



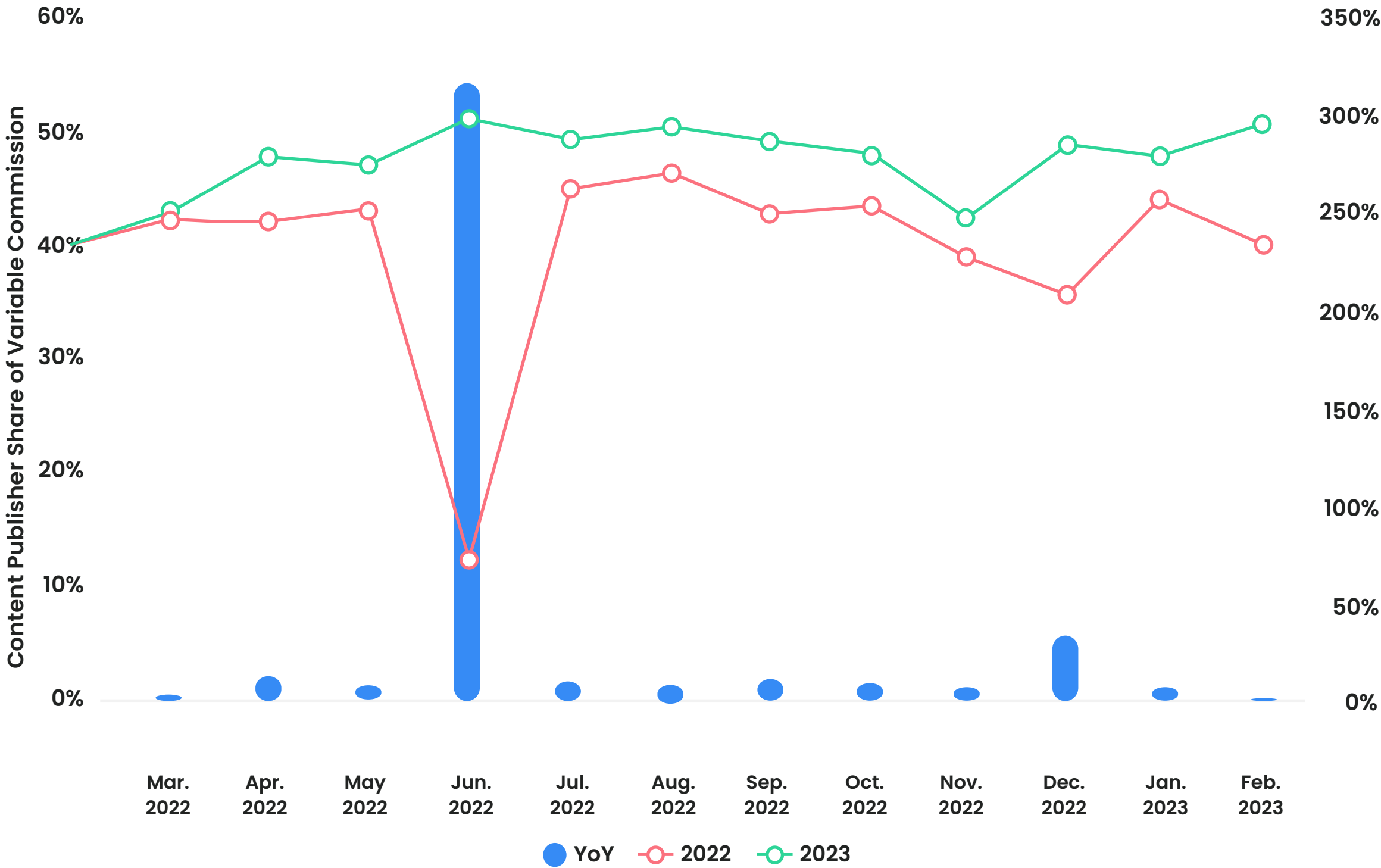
Content Publisher YoY Revenue and Commission Trends

Content Publisher Revenue YoY Growth Rate



In February, YoY revenue growth for content partners was up 13%.

Content Publisher Share of Variable Commission

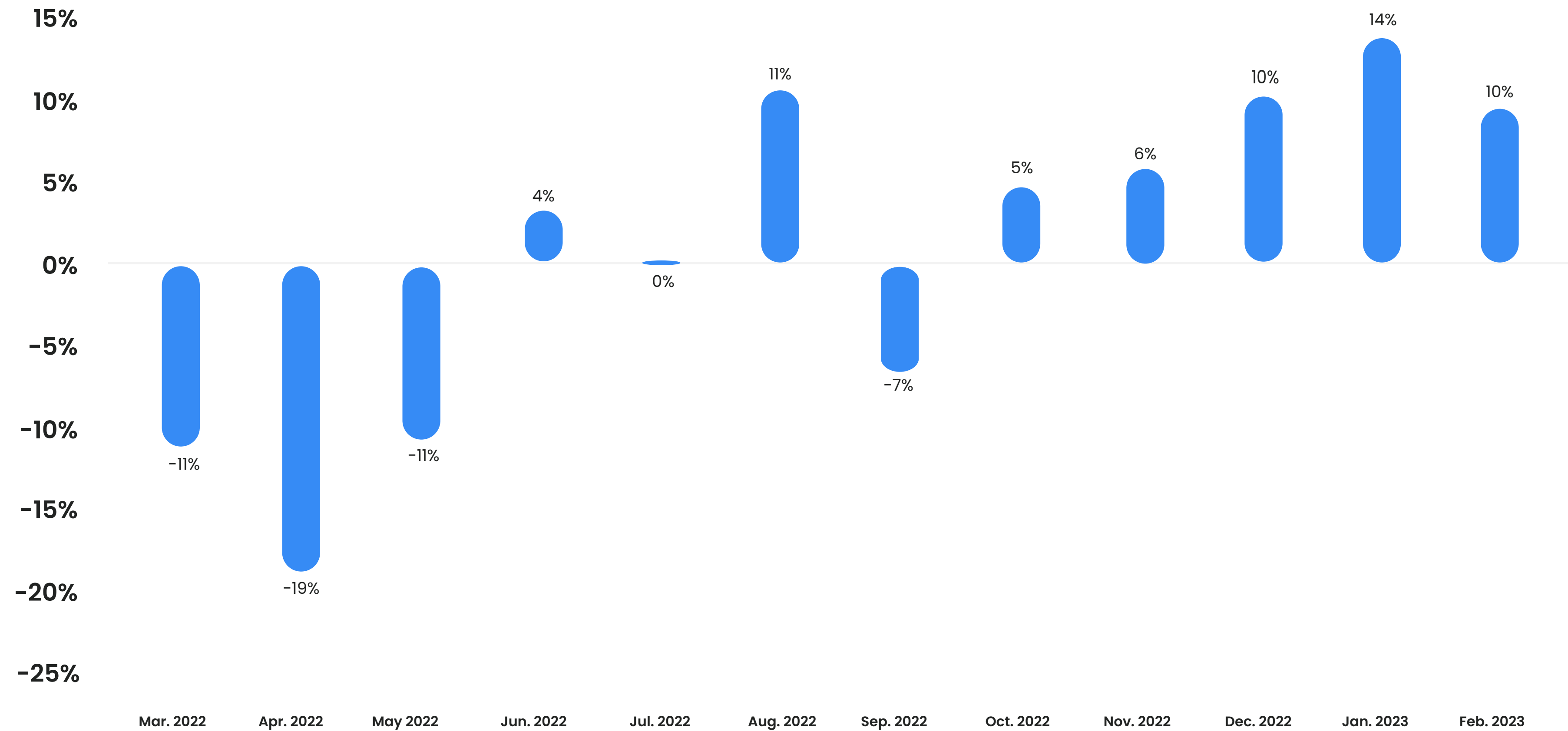


Coupon partners' share of variable commission increased 23%, Loyalty increased 20% and Other increased 6%.

Content partner share of variable commission was at 51% in February increasing 26% YoY.

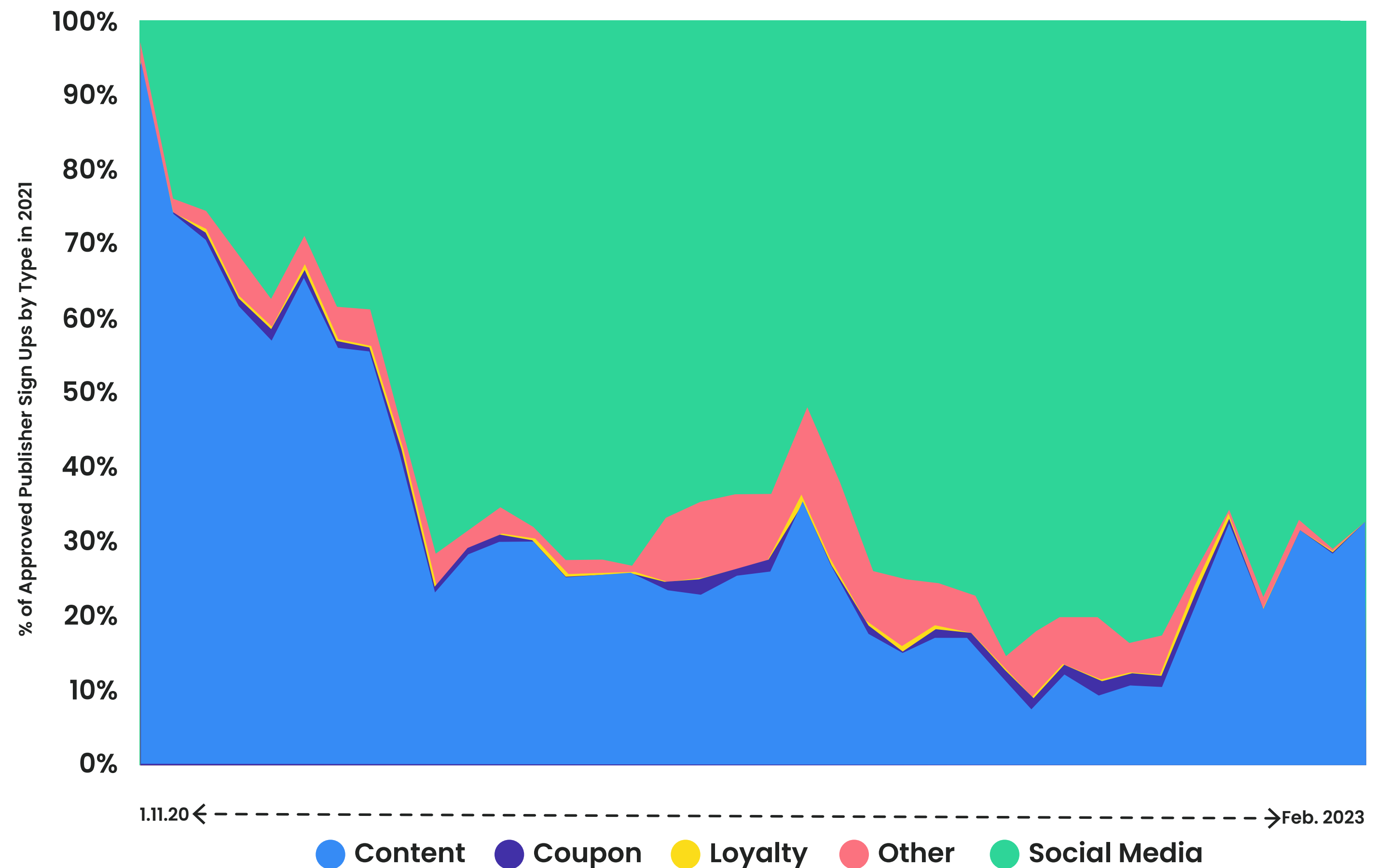
Publisher Partner Application Growth YoY

Publisher partner applications surged during the continuous months of 2020 and 2021, growth not seen in prior years. In Q4 2022, partner sign ups remained steady, although YoY growth seemingly slowed, due to the significant growth experienced in the year prior. In February 2023, partner applications increased 10% YoY.



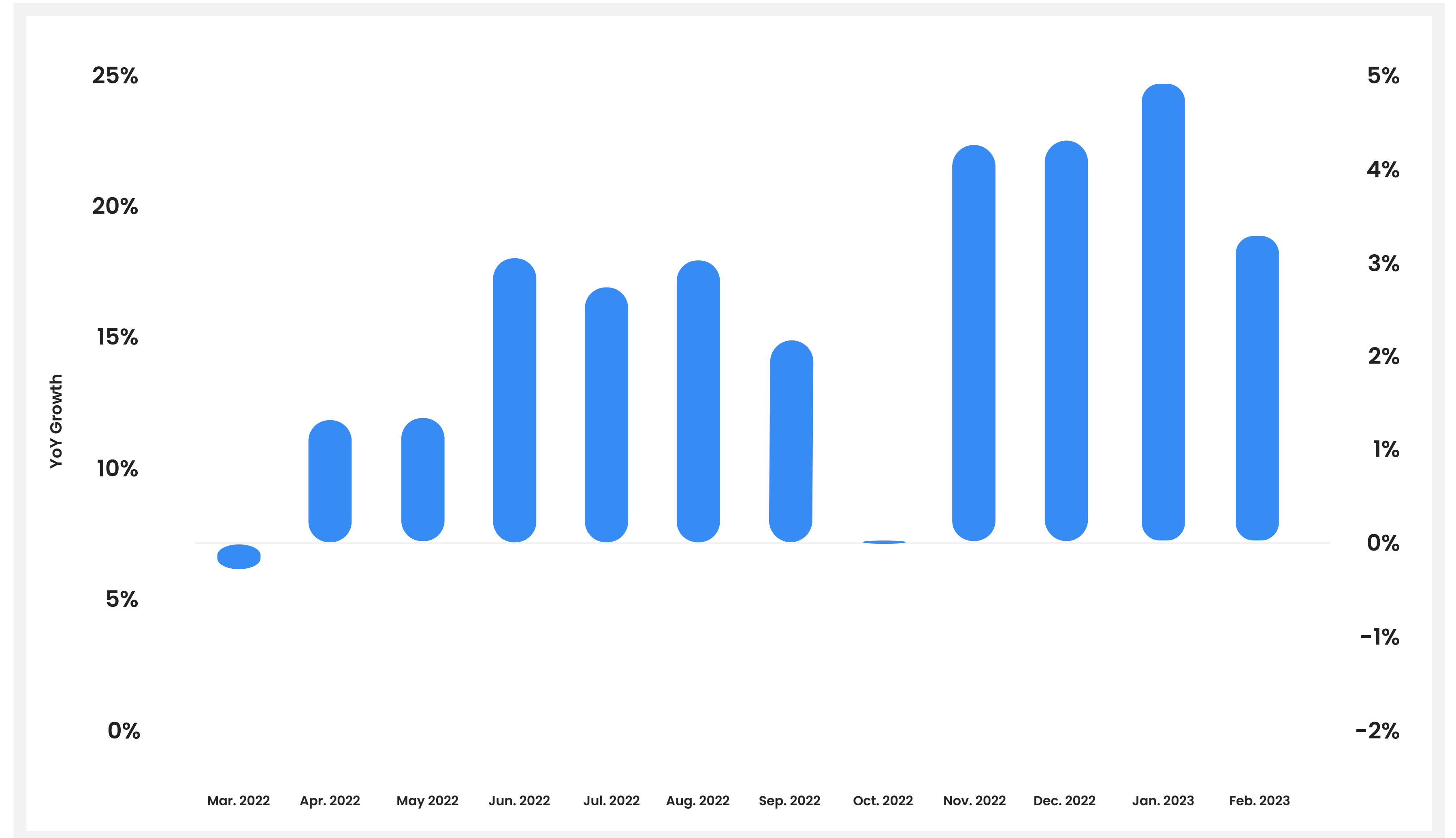
% of Approved Publisher Sign Ups by Type

In 2021, publisher applications were largely from content partners. However, in 2022, we have observed an increase in publishers classified as 'Social media', suggesting that more influencers are turning to affiliate marketing to monetize their content and leverage the channel as a revenue stream.



Average Revenue Generating Connections per Advertiser

As partner applications continue to grow, so do the number of revenue generating connections between advertisers and partners. In February, we saw a 3% increase YoY in the number of advertiser-publisher connections that generated revenue. This suggests a mutual interest from both advertisers and publishers to speed activation and time to revenue within the affiliate channel.

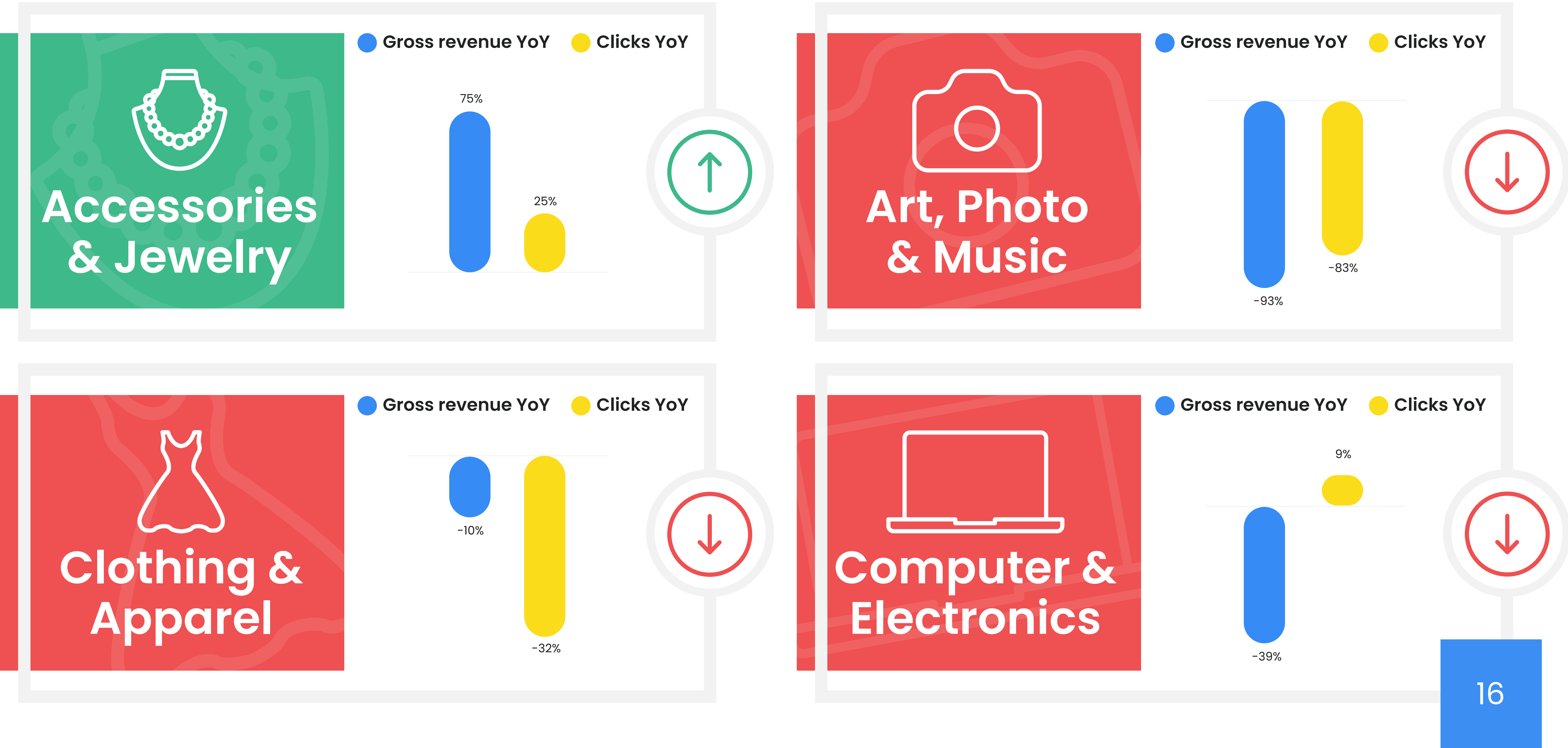




Insights by vertical.

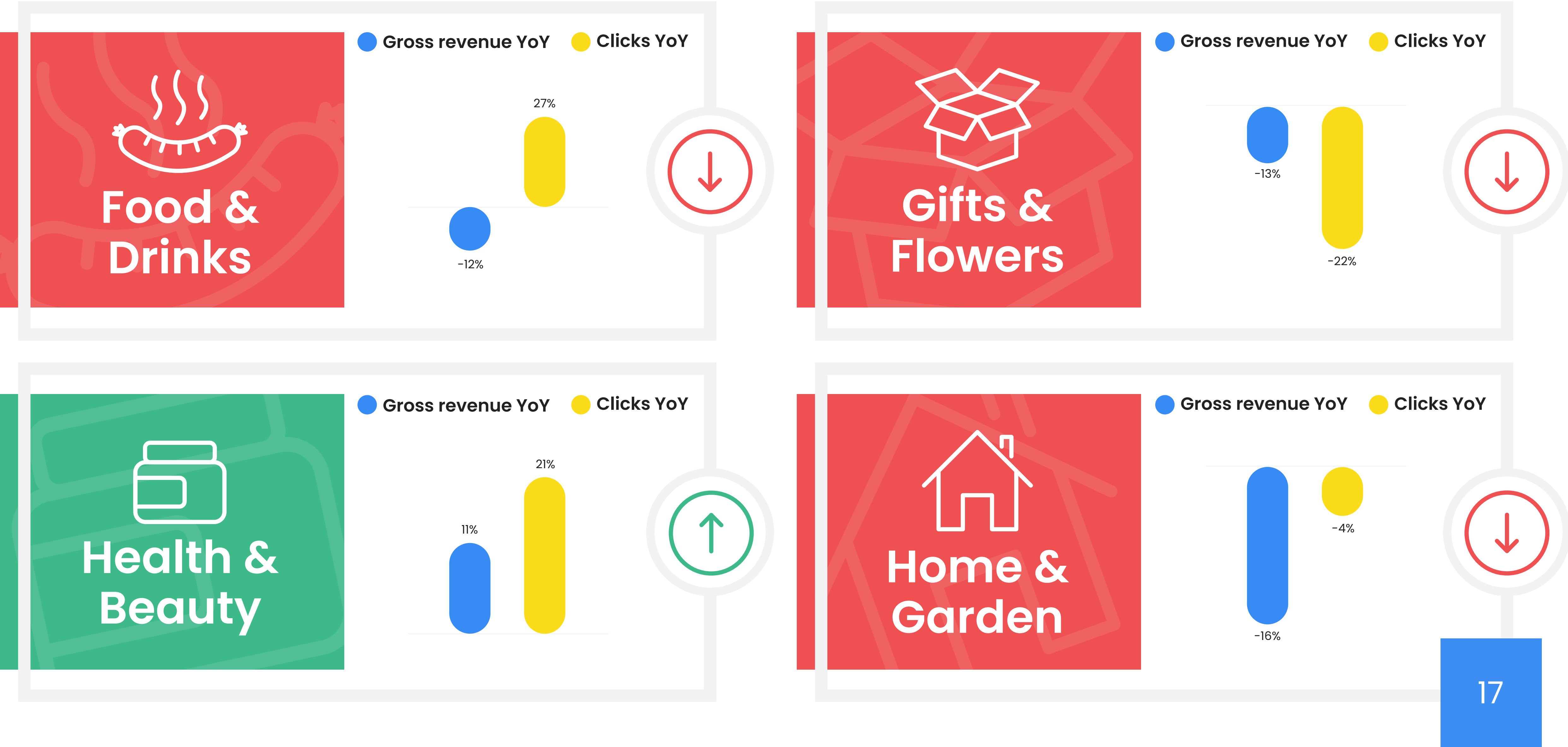
Click and Revenue YoY Growth Rate by Vertical

All data represents YoY growth for the end of February 2023.



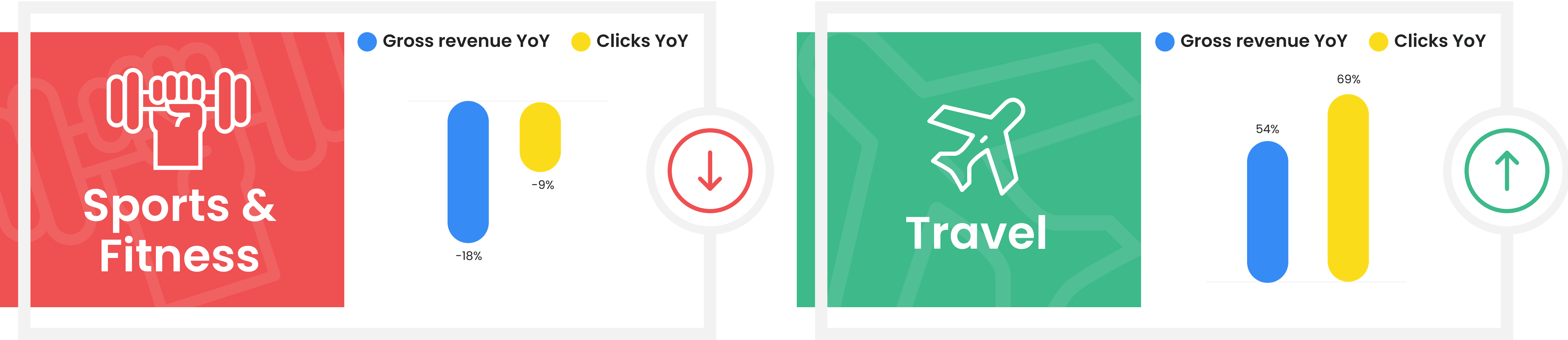
Click and Revenue YoY Growth Rate by Vertical

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Click and Revenue YoY Growth Rate by Vertical

All data represents YoY growth for the end of February 2023.



A better way to partner.



Interested in learning more with a Partnerize expert?
Contact us at contact@partnerize.com

