

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 green line graph is also visible, starting from the bottom 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 January 31<sup>st</sup>, 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 1<sup>st</sup> through December 31<sup>st</sup> 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 January 2023



### Surging

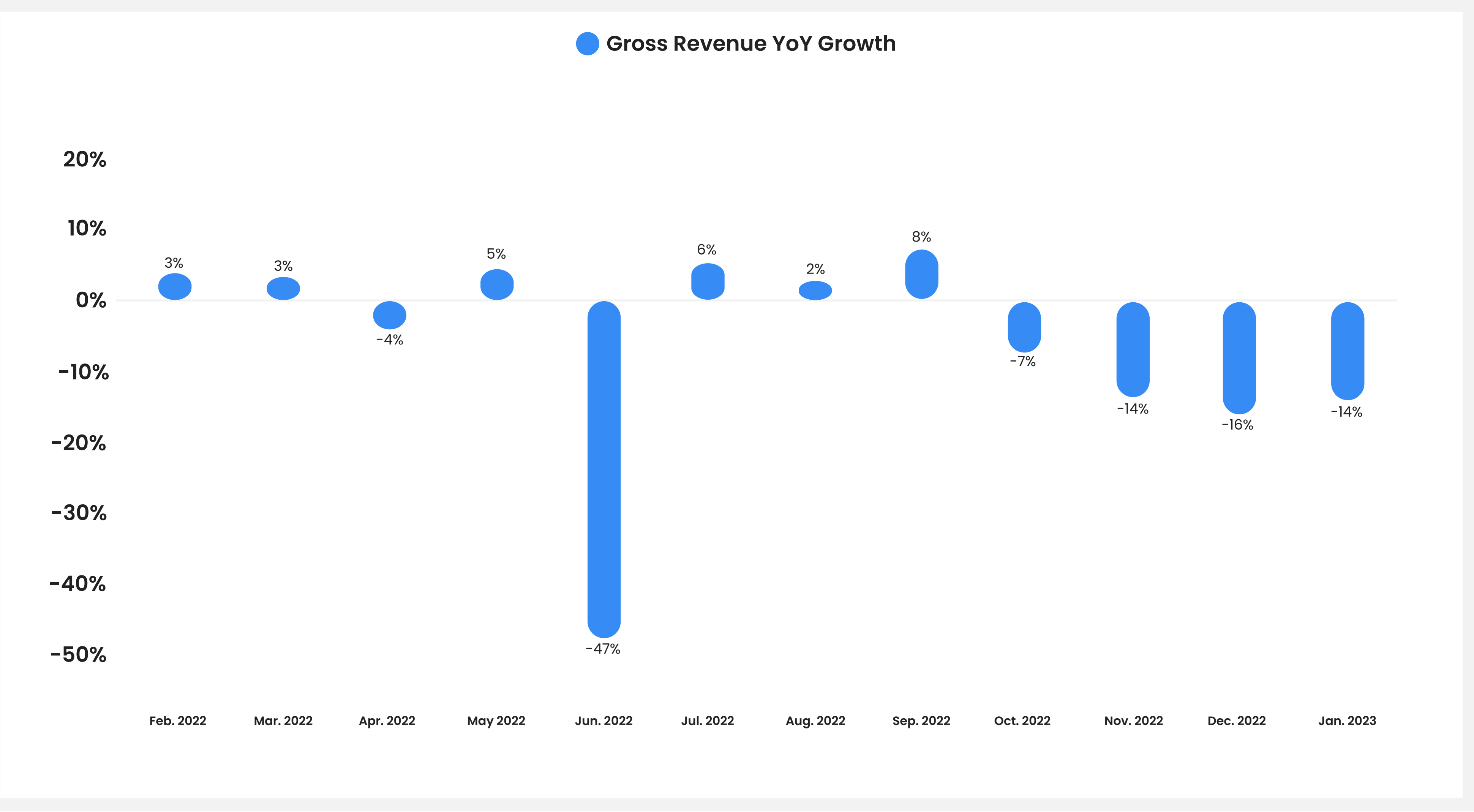
**+23% YoY** Sports & Fitness  
**+21% YoY** Travel

### Decreasing

**-1% YoY** Home & Garden  
**-2% YoY** Computers & Electronics  
**-9% YoY** Clothing & Apparel  
**-14% YoY** Accessories & Jewelry  
**-15% YoY** Health & Beauty  
**-23% YoY** Gifts & Flowers  
**-26% YoY** Food & Drink  
**-95% YoY** Art, Photo & Music

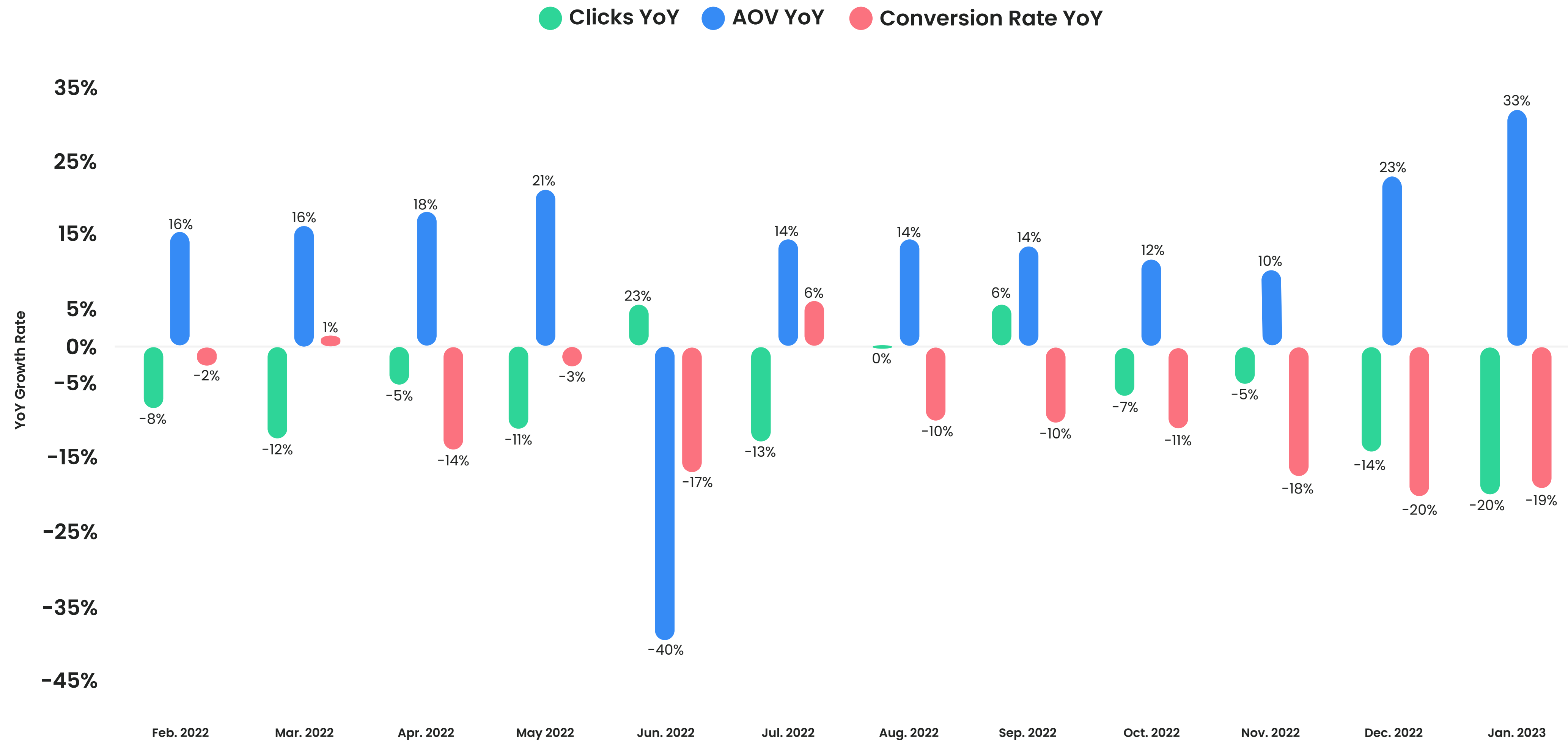
# Monthly Revenue Trends

January saw a 14% decrease in YoY revenue.



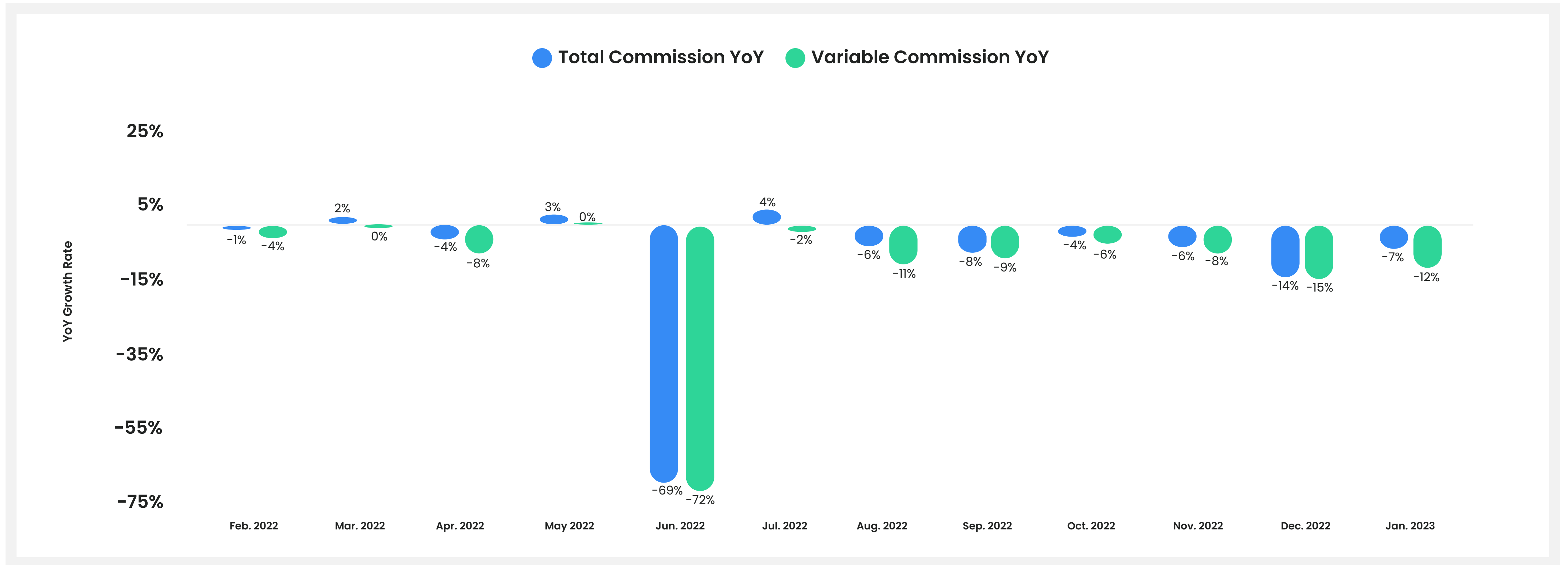
# Drivers of Monthly Revenue Growth

While clicks were down 20% and conversion rate down 19% in January, average order value increased 33% YoY.



# Monthly Commission Trends

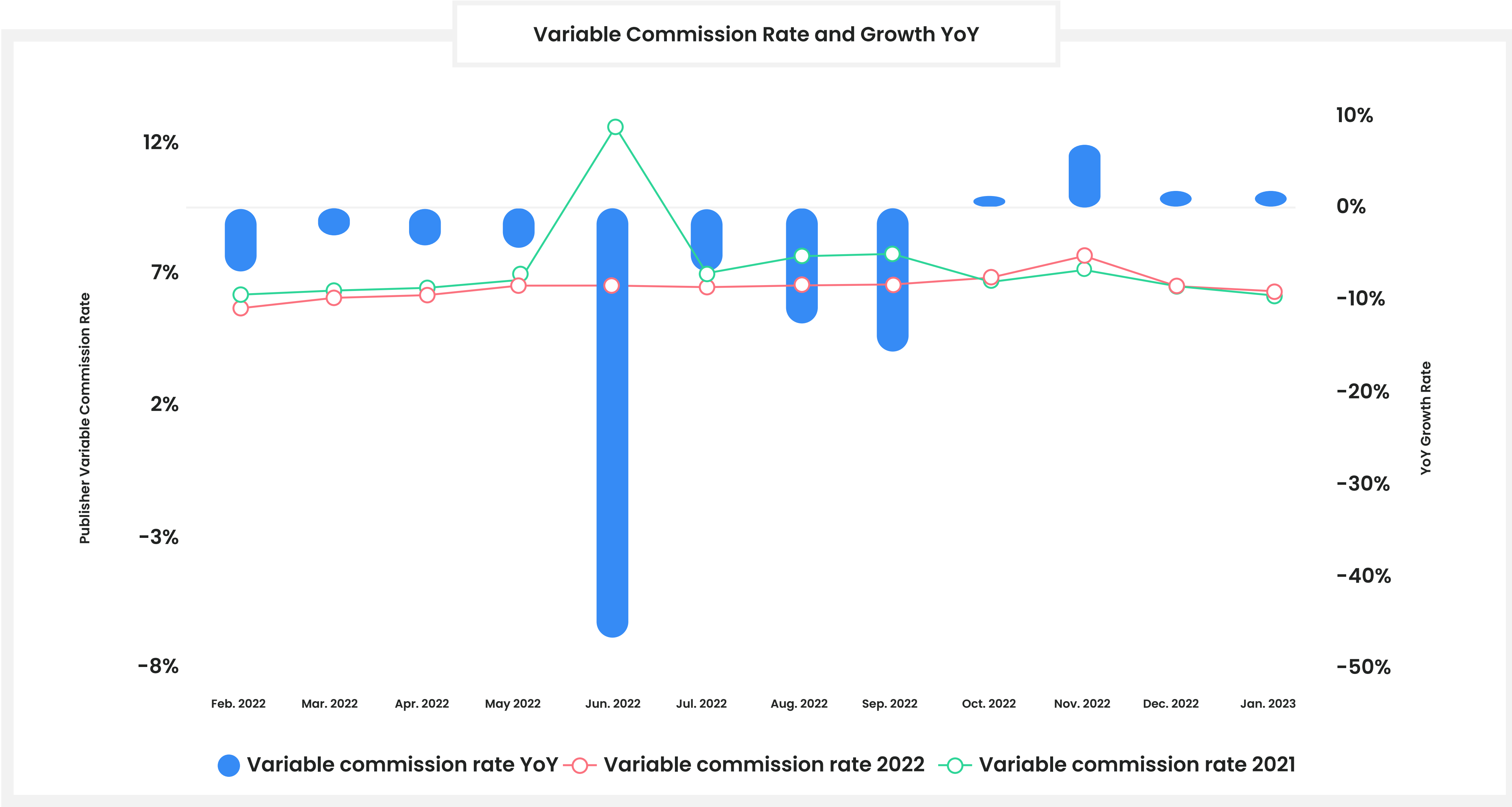
In January, 2023, variable commission rates were down 12% while total commissions were down 7%.



- 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"

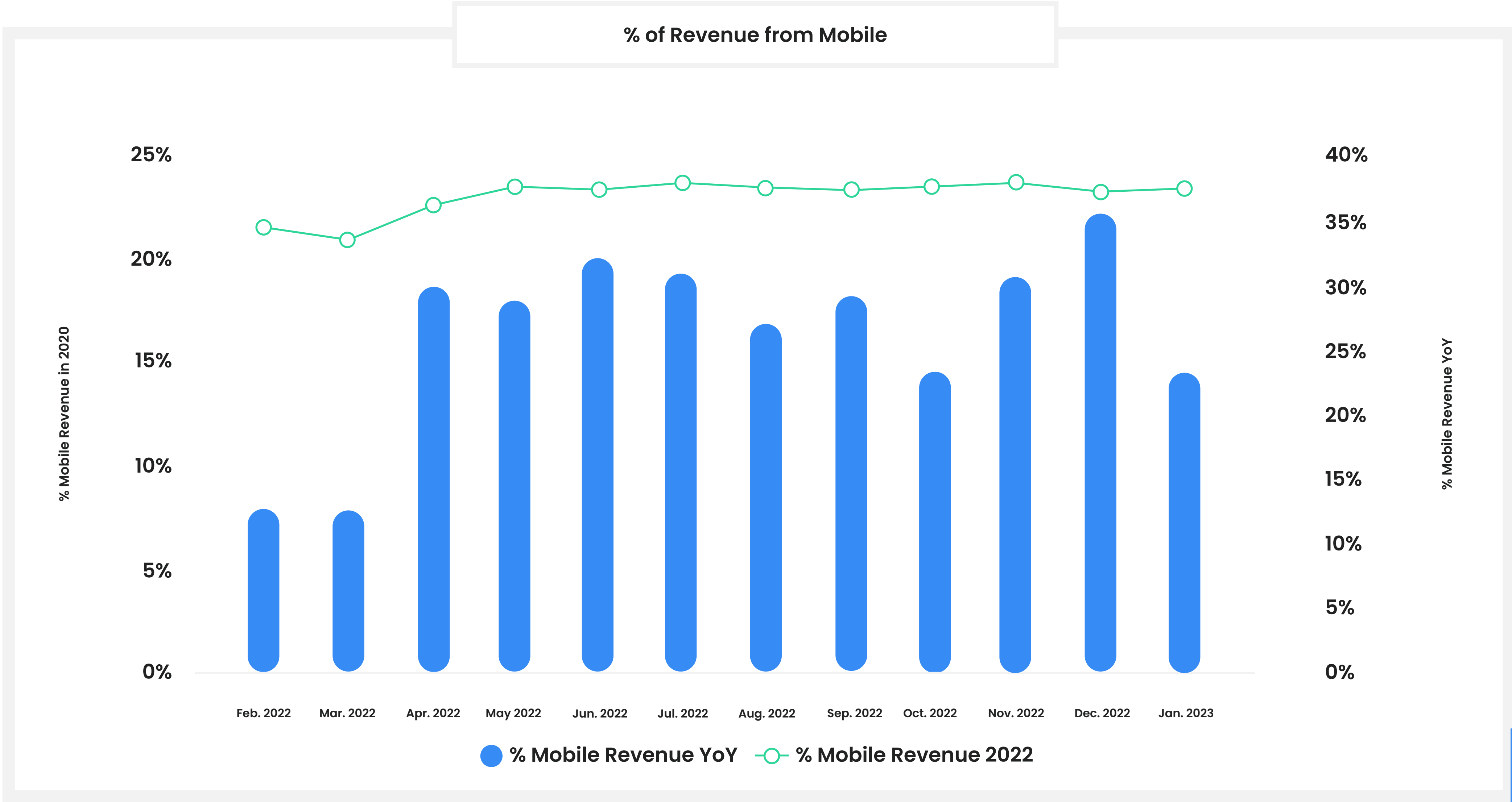
# Monthly Variable Commission Rates Trends

Variable commission rates were at 6.2% in January compared to 6.1% for the previous year.

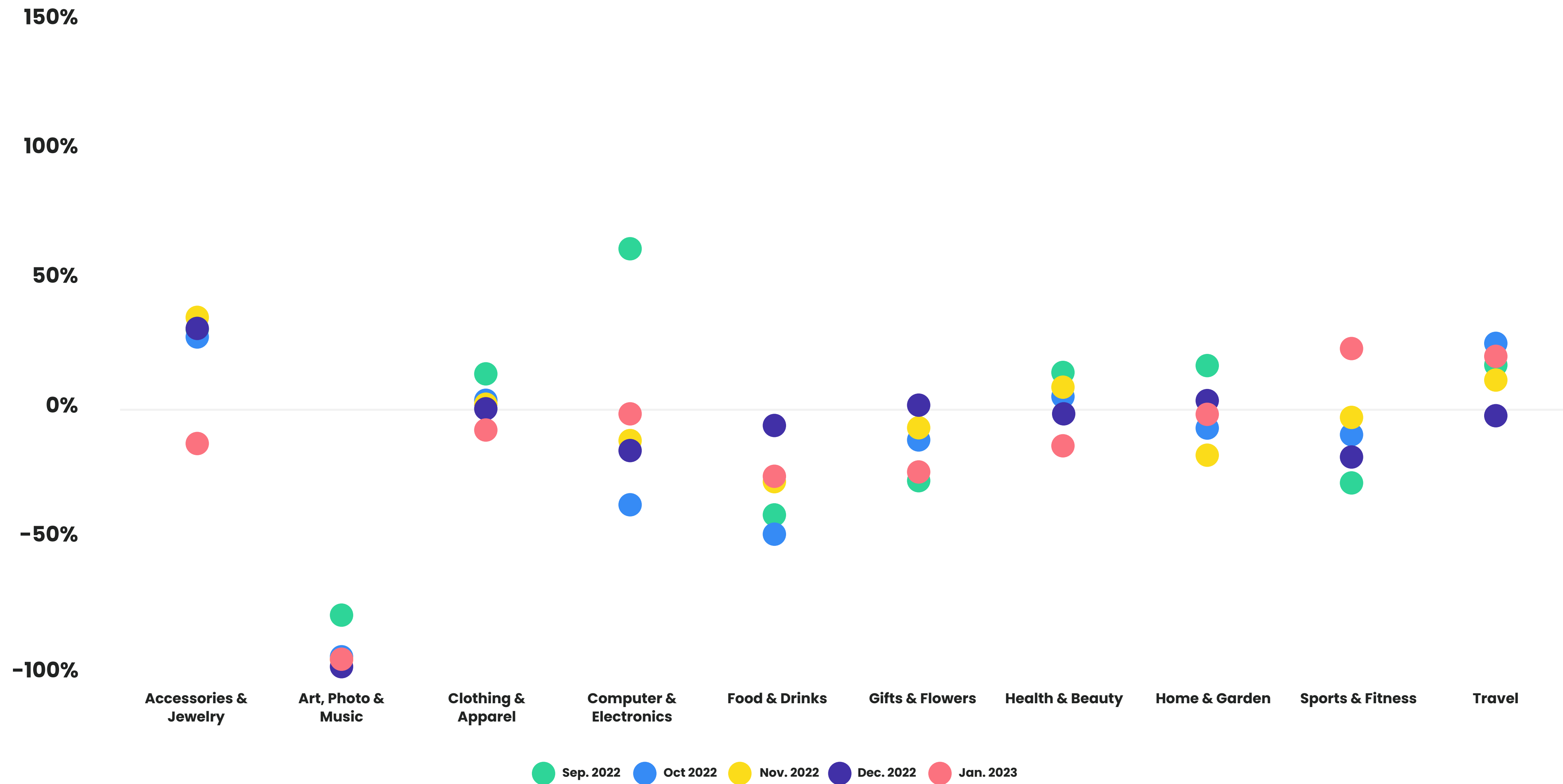


# Monthly Mobile Revenue Share

Mobile revenue was up 15% YoY in January 2023, down slightly from December's 22%.  
Mobile revenue share represented 37.5% of all conversion activity.



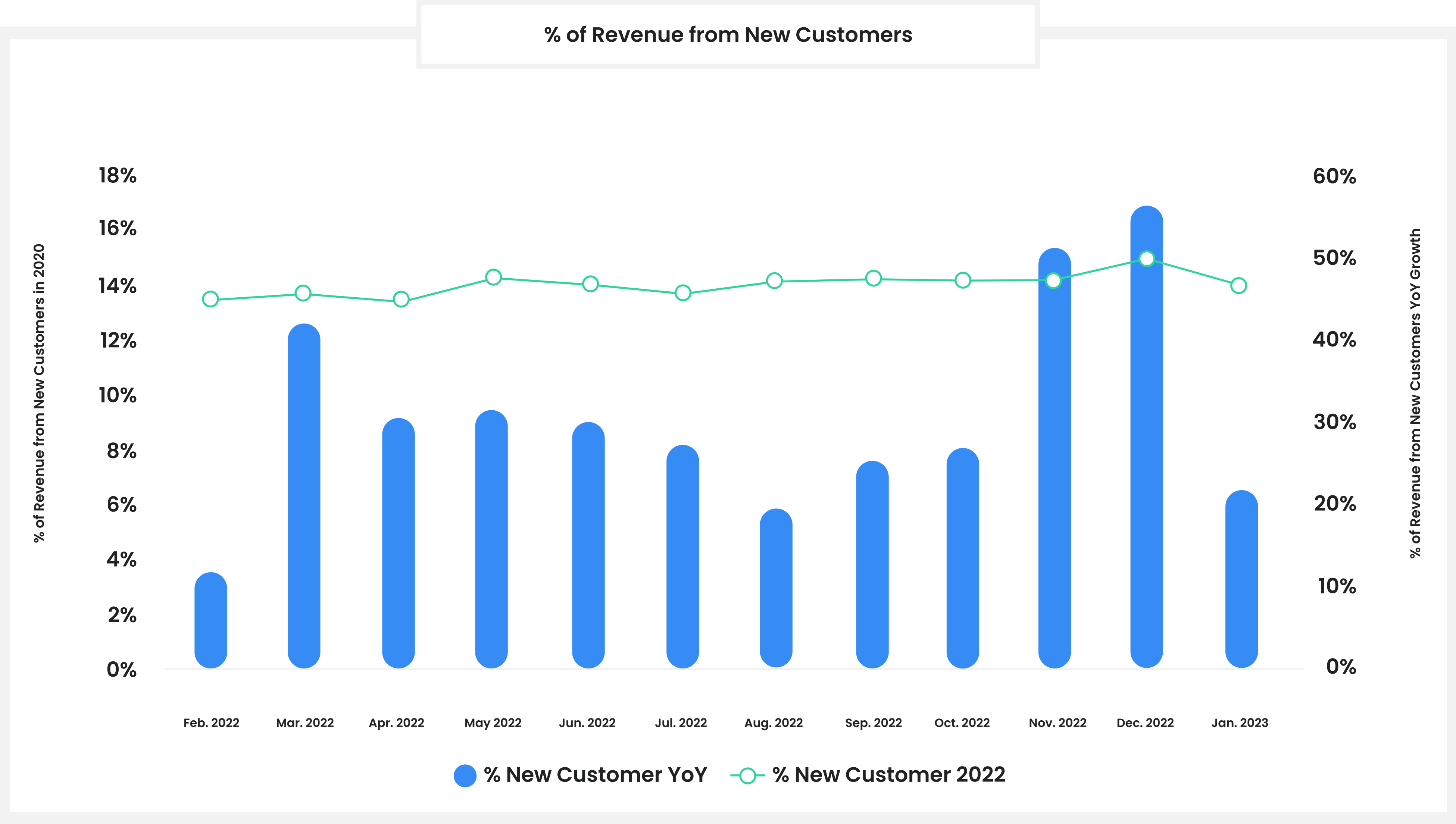
# Revenue Growth by Advertiser Vertical





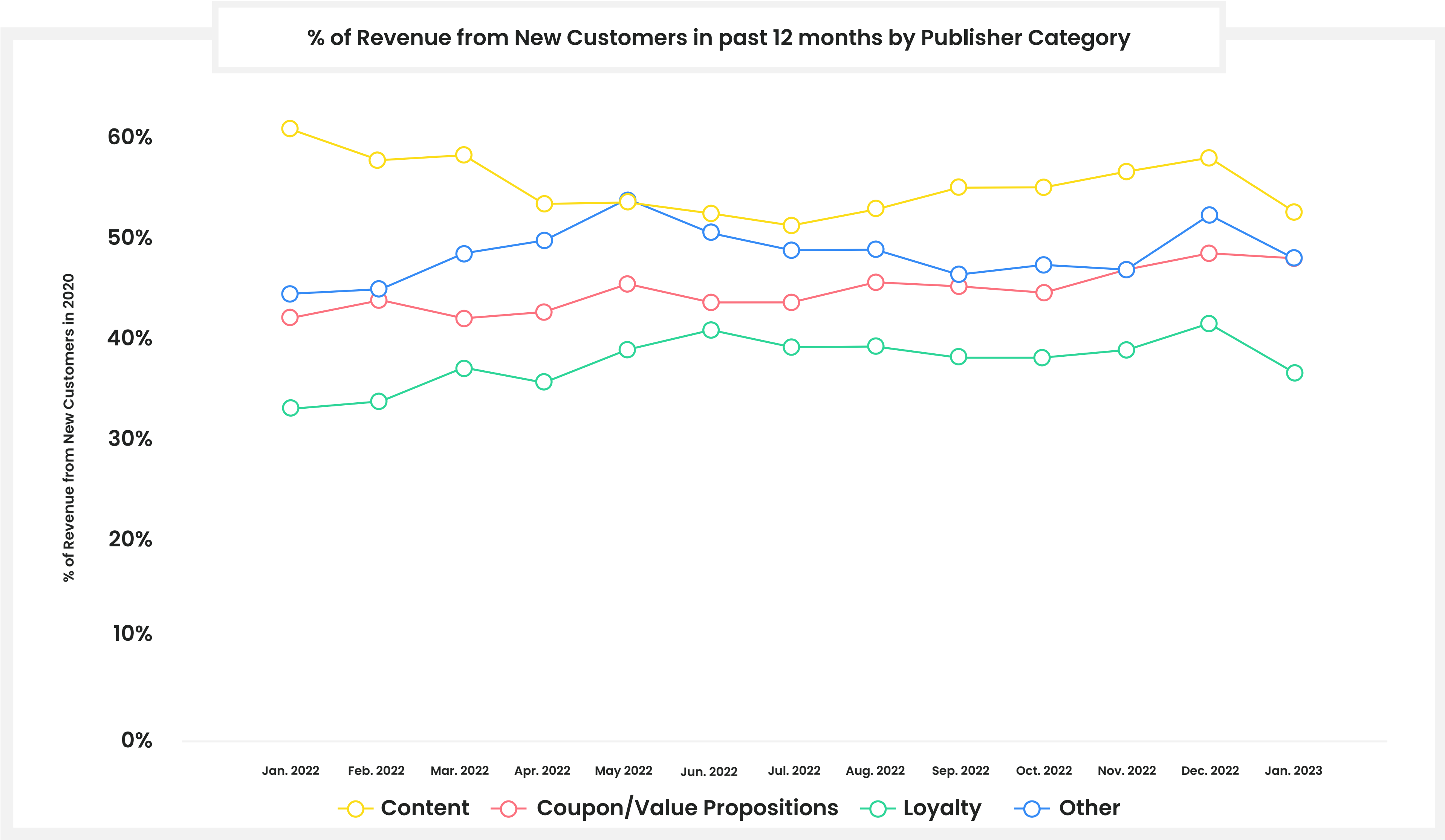
# Monthly New Customer Revenue Share

In January, the percentage of revenue from new customers was at 46.9%, a YoY increase of 7% for this same time last year.



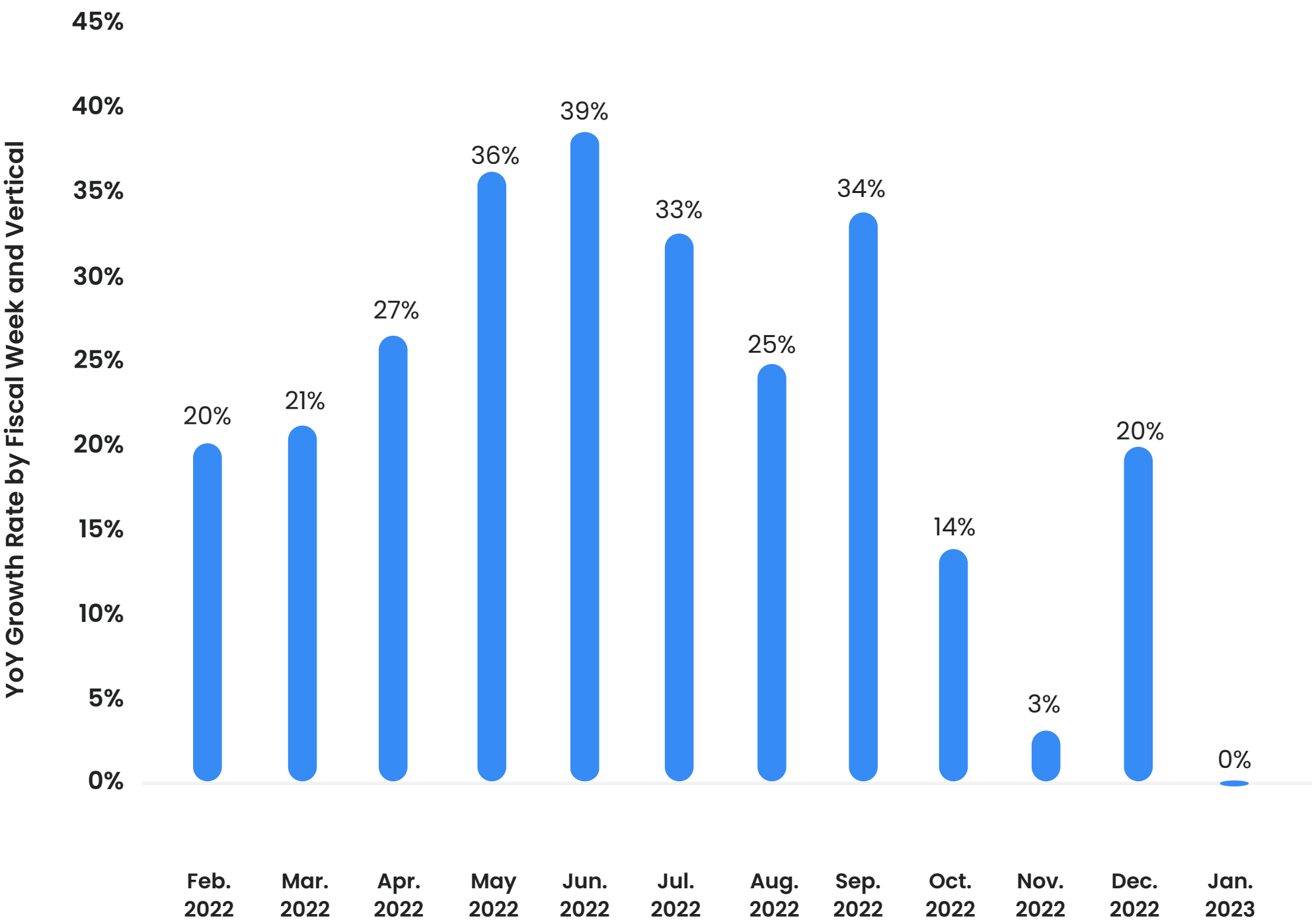
# New Customer Revenue by Publisher Category

Content partners have a new customer rate of 52.7% in January followed by Other at 48.1%, Coupon at 48% and Loyalty at 36.6%.



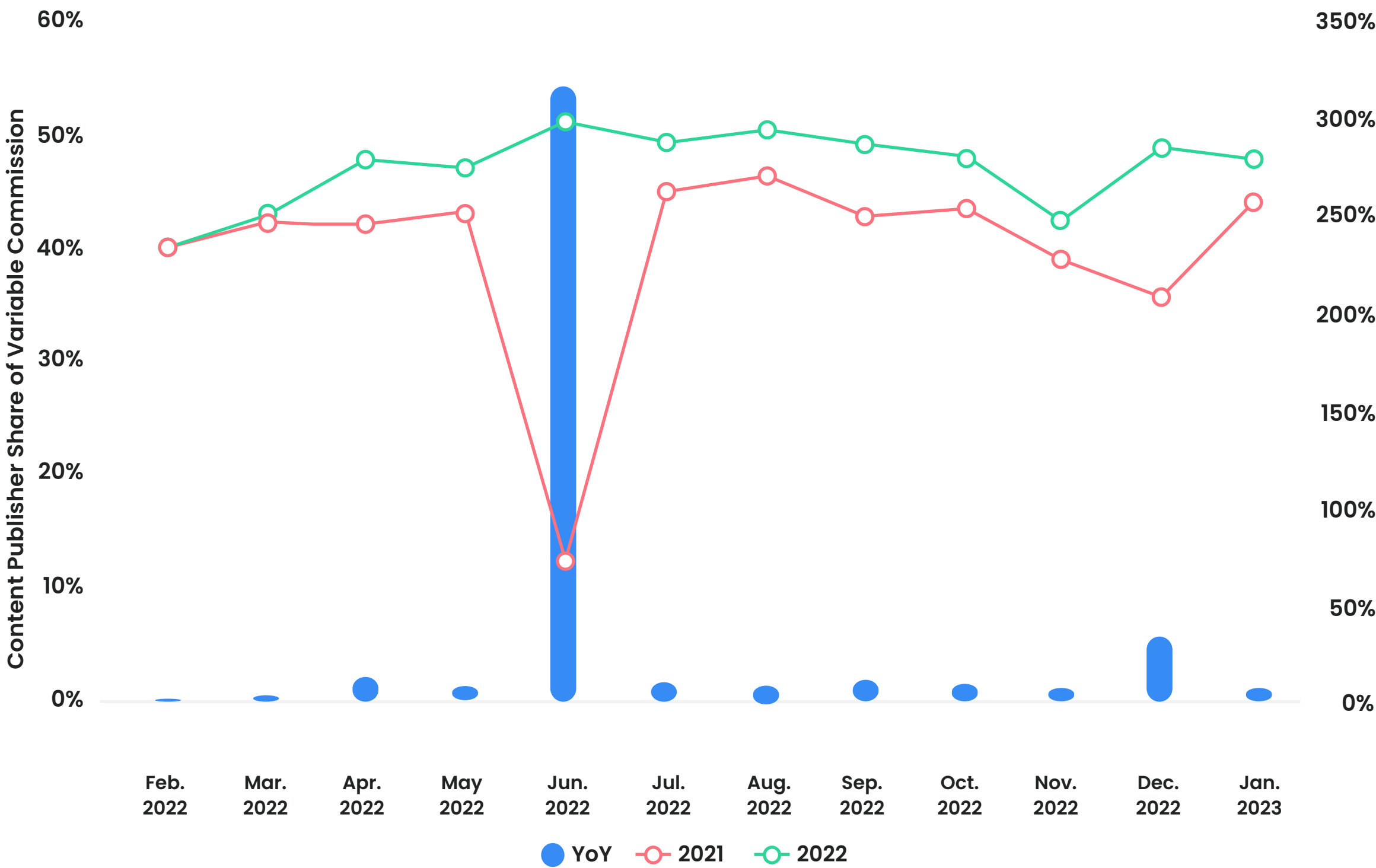
# Content Publisher YoY Revenue and Commission Trends

Content Publisher Revenue YoY Growth Rate



In January, YoY revenue growth for content partners was flat at 0%.

Content Publisher Share of Variable Commission

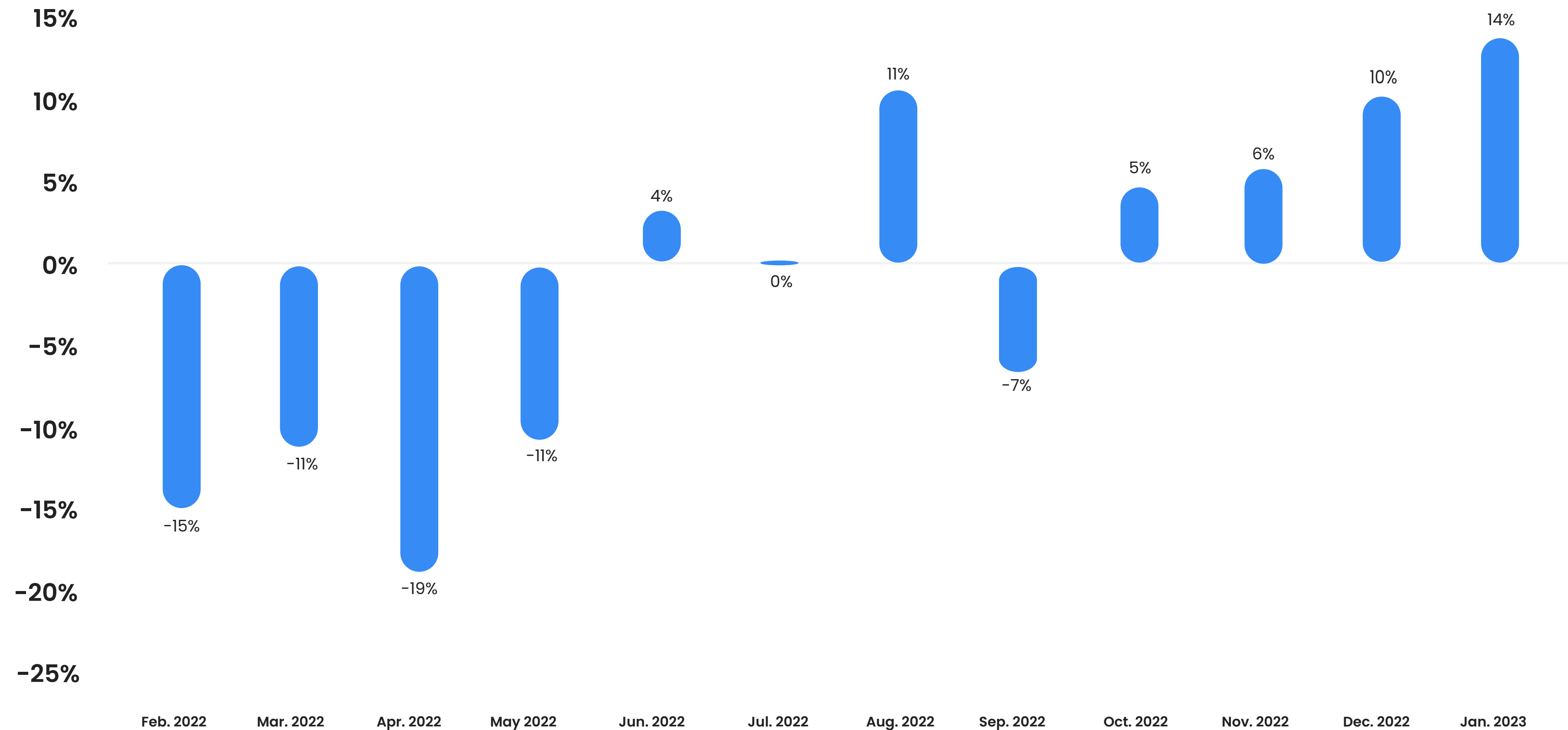


Coupon publisher's share of variable commission increased 24%, loyalty increased 20% and other increased 8%.

Content partner share of variable commission was at 48% in January increasing 9% YoY.

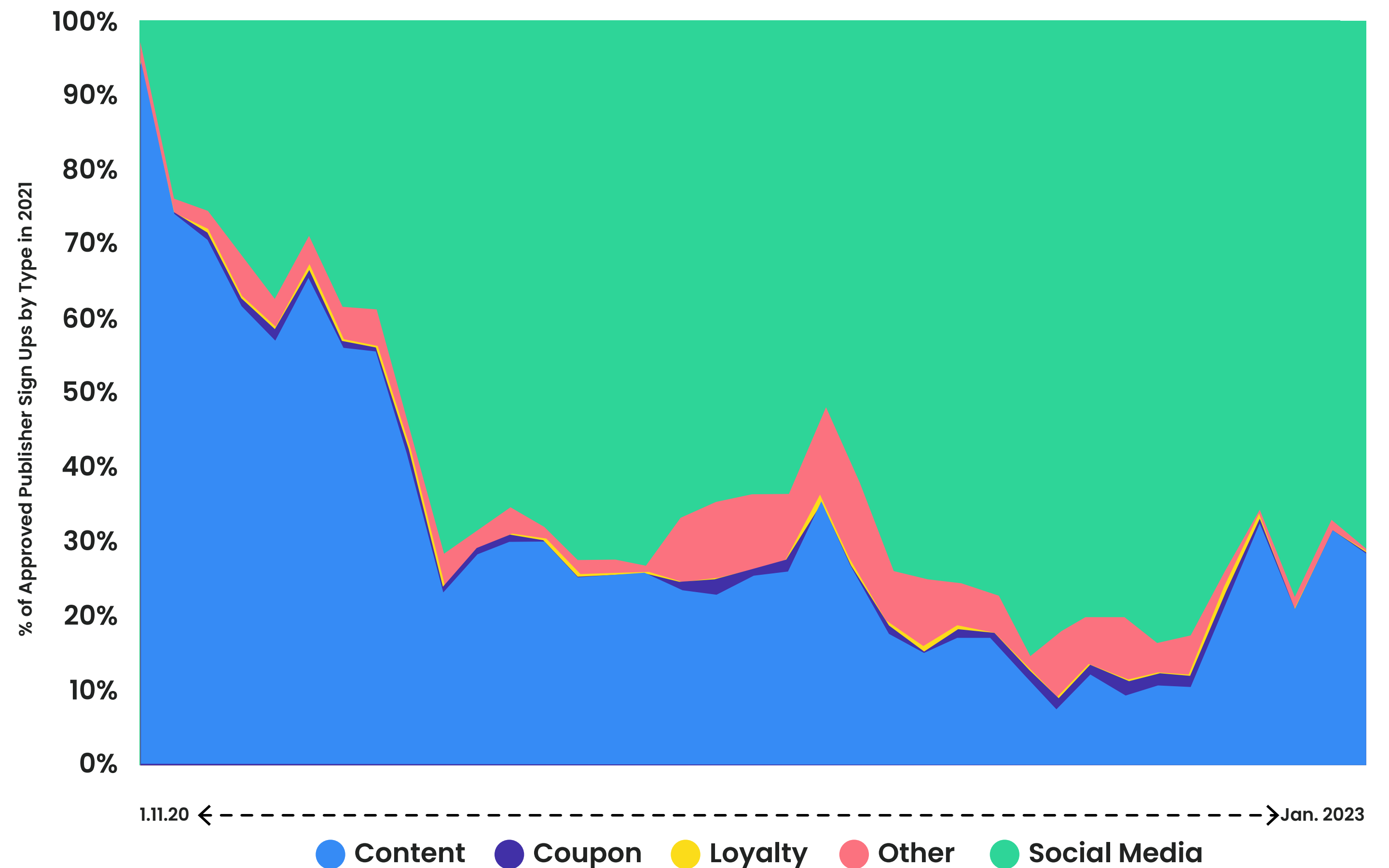
# Publisher Partner Application Growth YoY

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 January 2023, partner applications increased 14% YoY.



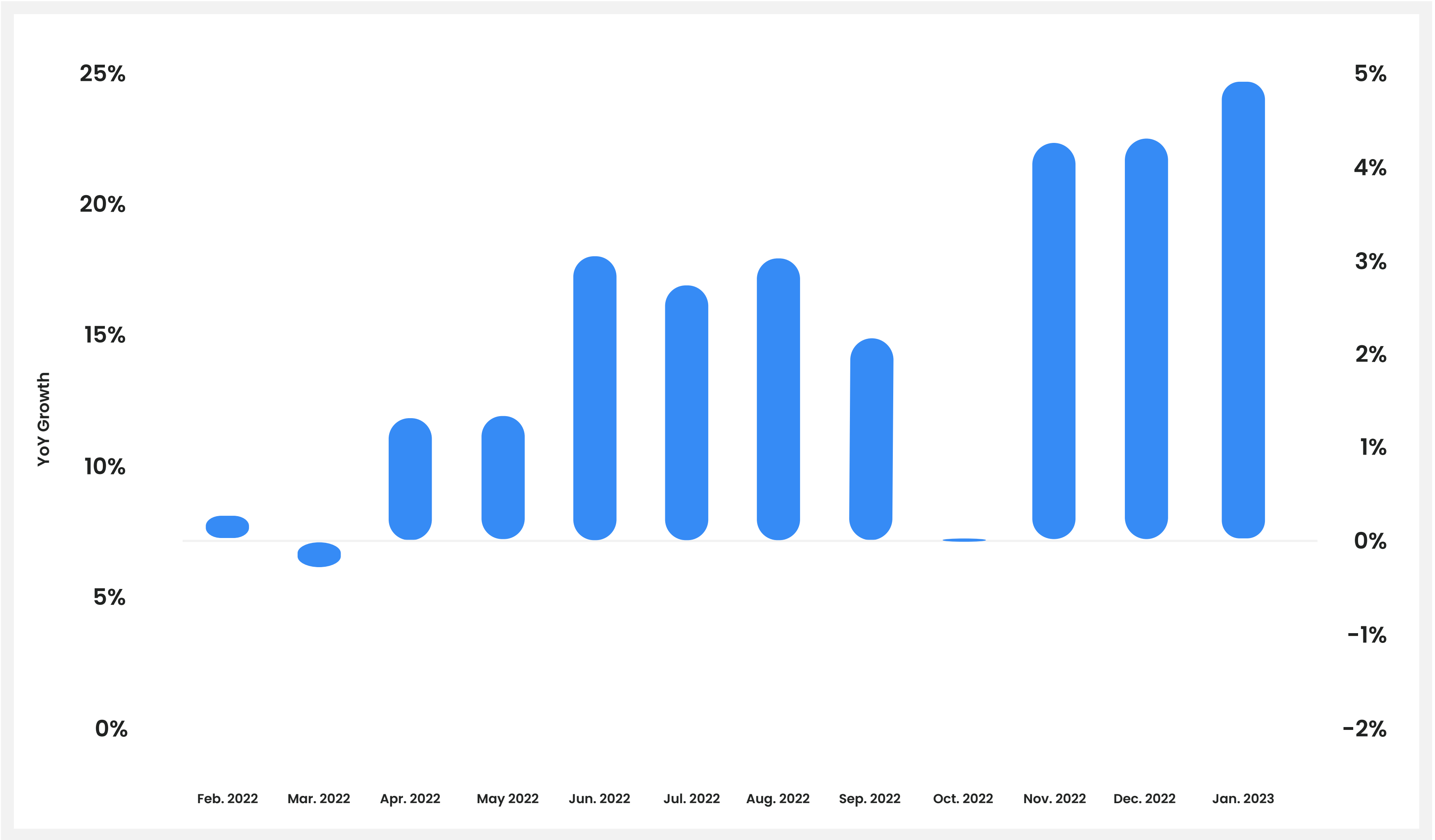
## % of Approved Publisher Sign Ups by Type

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 January, we saw a 5% 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.

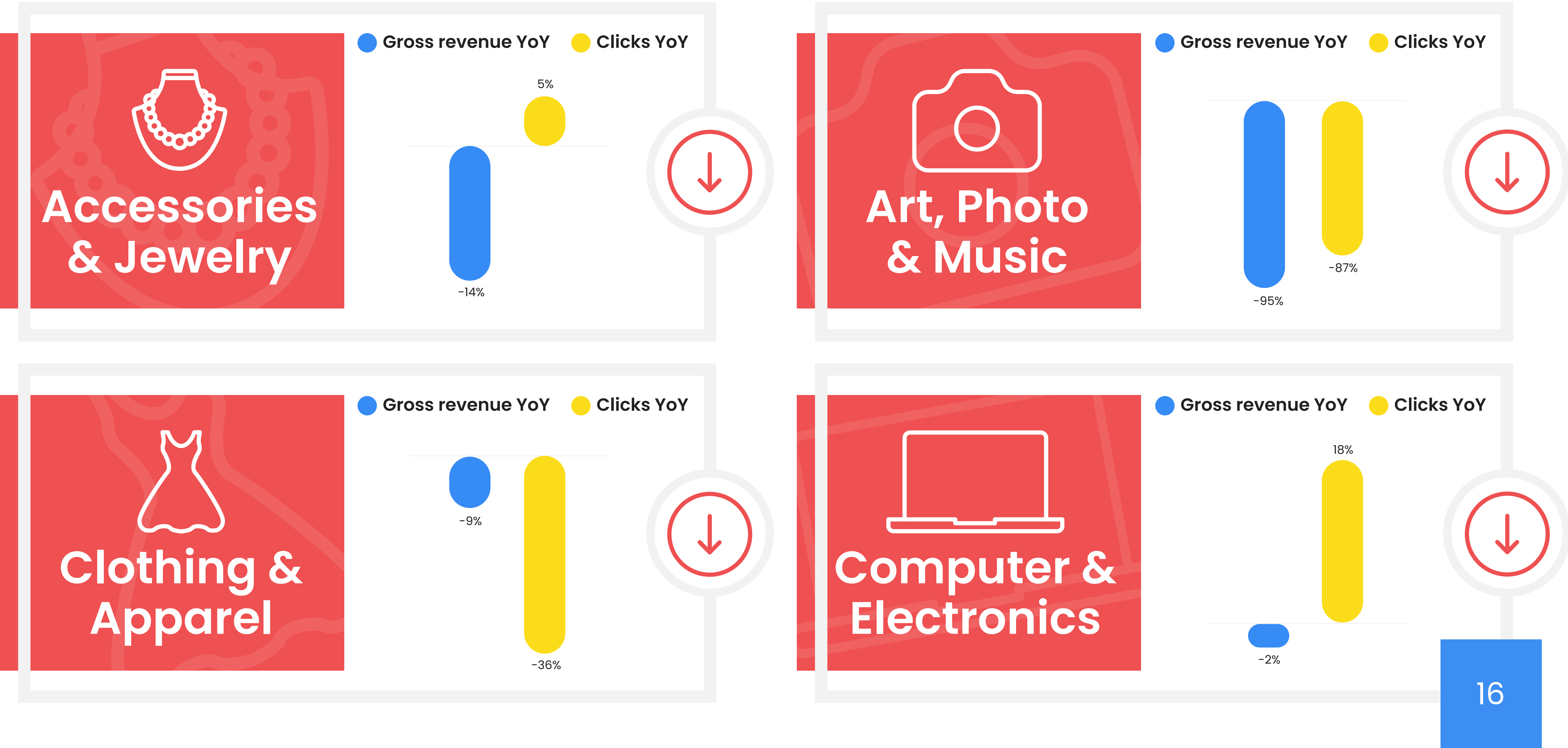




**Insights by vertical.**

# Click and Revenue YoY Growth Rate by Vertical

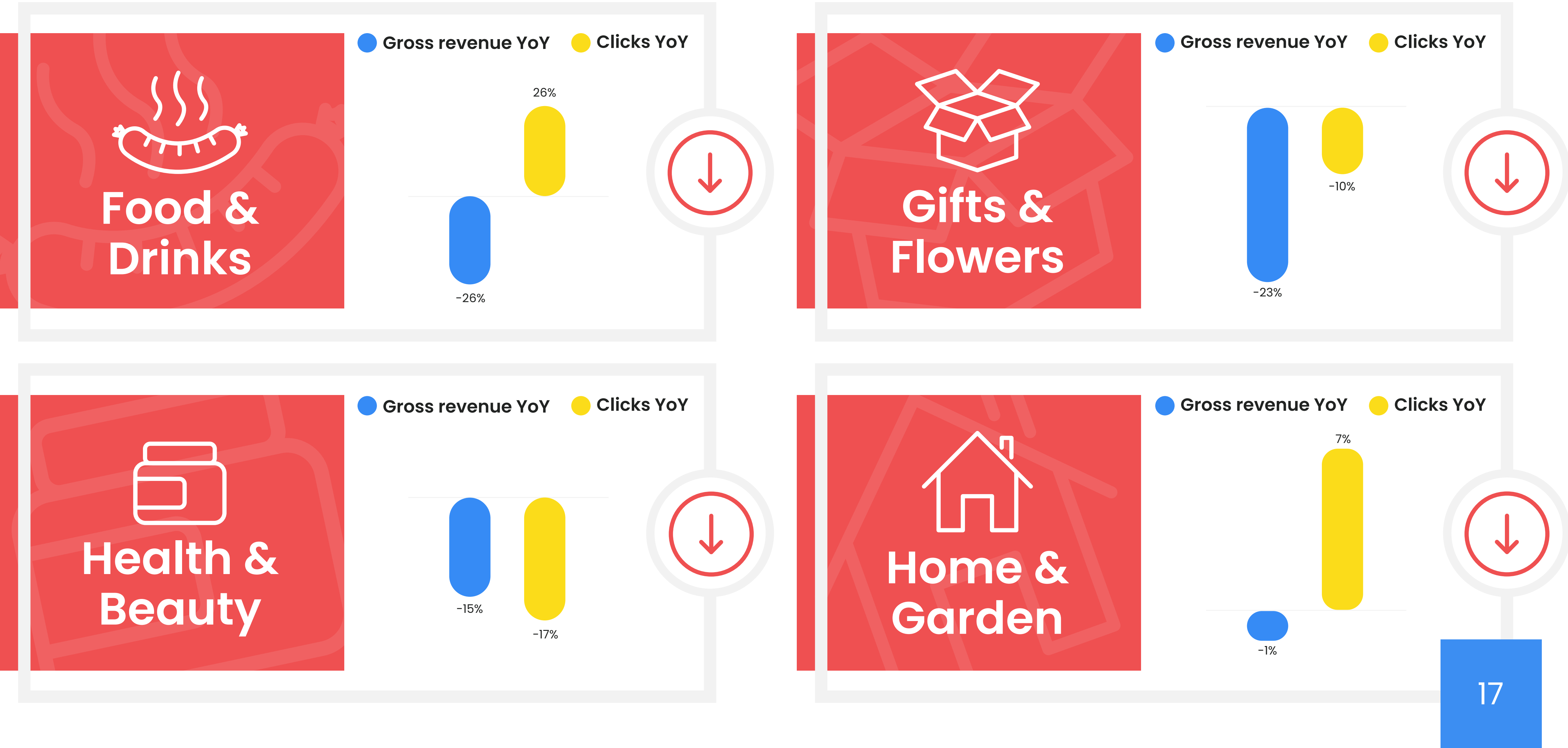
All data represents YoY growth for the end of January 2023.





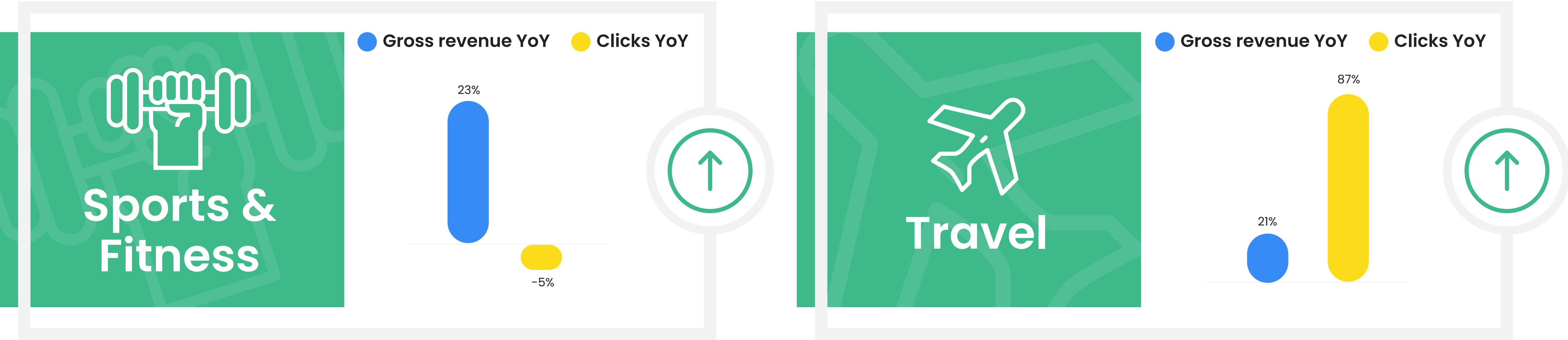
# Click and Revenue YoY Growth Rate by Vertical

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



# Click and Revenue YoY Growth Rate by Vertical

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



# A better way to partner.



Interested in learning more with a Partnerize expert?  
Contact us at [contact@partnerize.com](mailto:contact@partnerize.com)

