



Partnerize

# U.S. Retail Affiliate Marketing Sales Index

Updated through April 30<sup>th</sup>, 2023



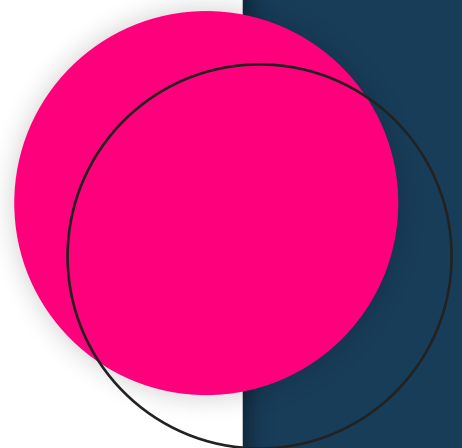


# Introduction

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 April 2023

**Surging**

Accessories & Jewelry



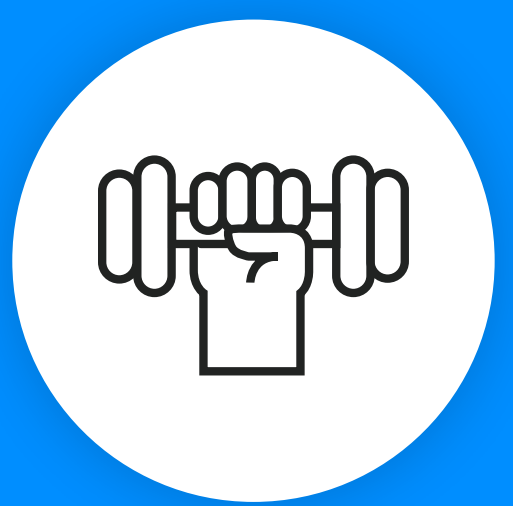
+110% YoY

Travel



+127% YoY

Sports & Fitness



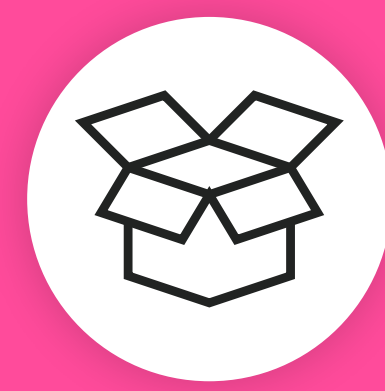
+17% YoY

Food & Drink



-84% YoY

Gifts & Flowers



-53% YoY

Health & Beauty



-32% YoY

Clothing & Apparel



-47% YoY

Computers & Electronics



-83% YoY

Home & Garden



-35% YoY

Art, Photo & Music

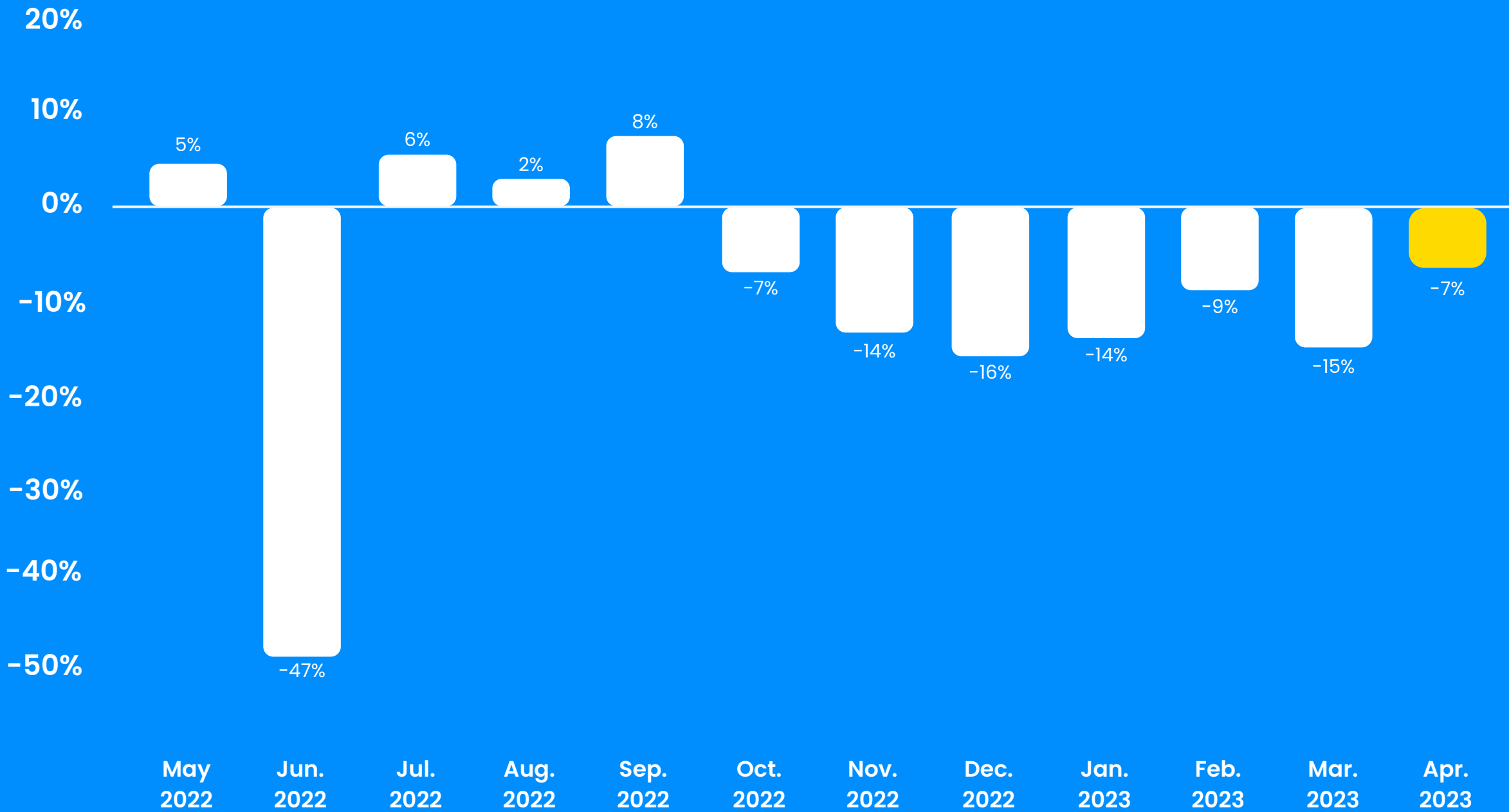


-234% YoY

**Decreasing**

# Monthly revenue trends

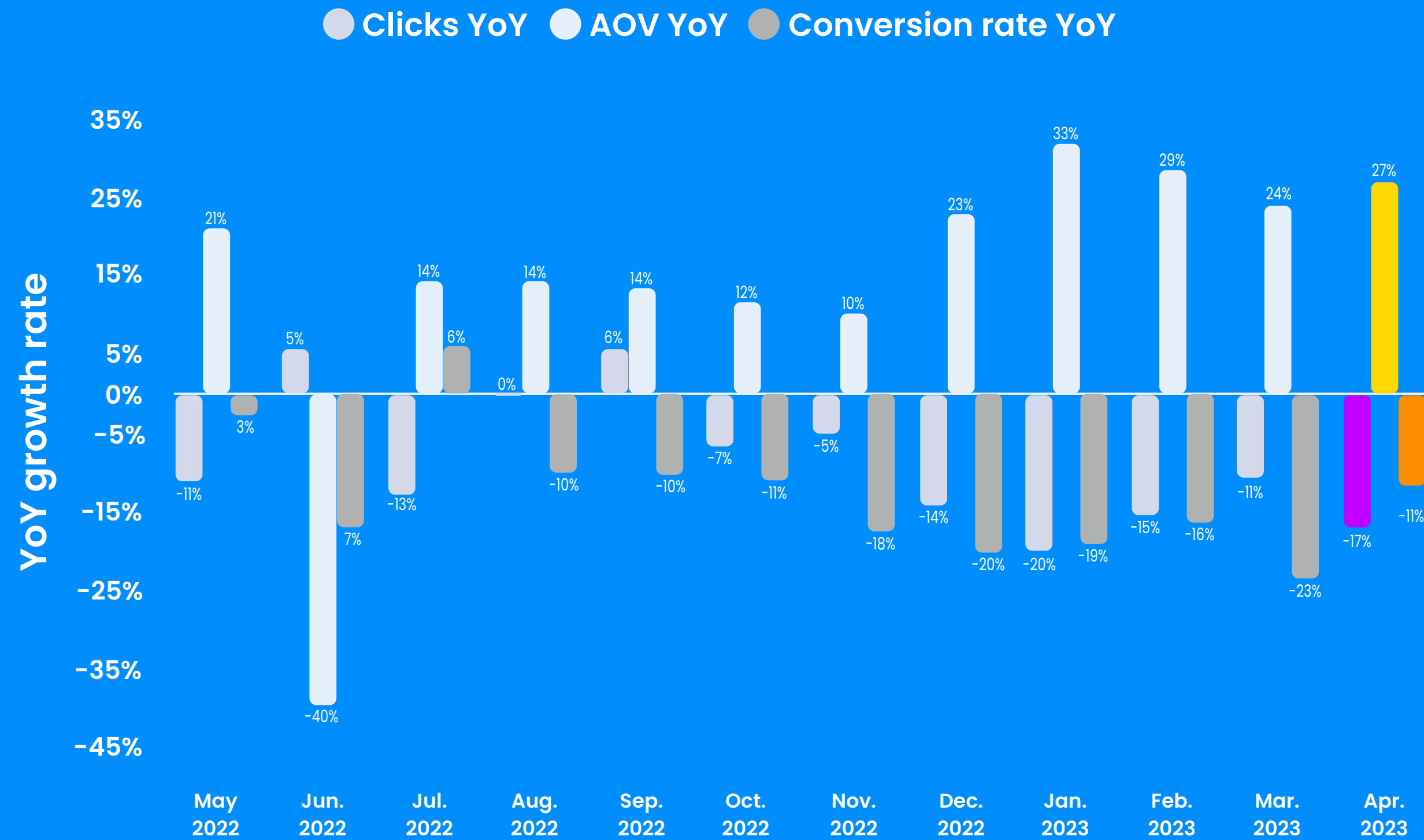
## Gross Revenue YoY Growth



**-7%**

April saw a 7% decrease in YoY revenue.

# Drivers of monthly revenue growth



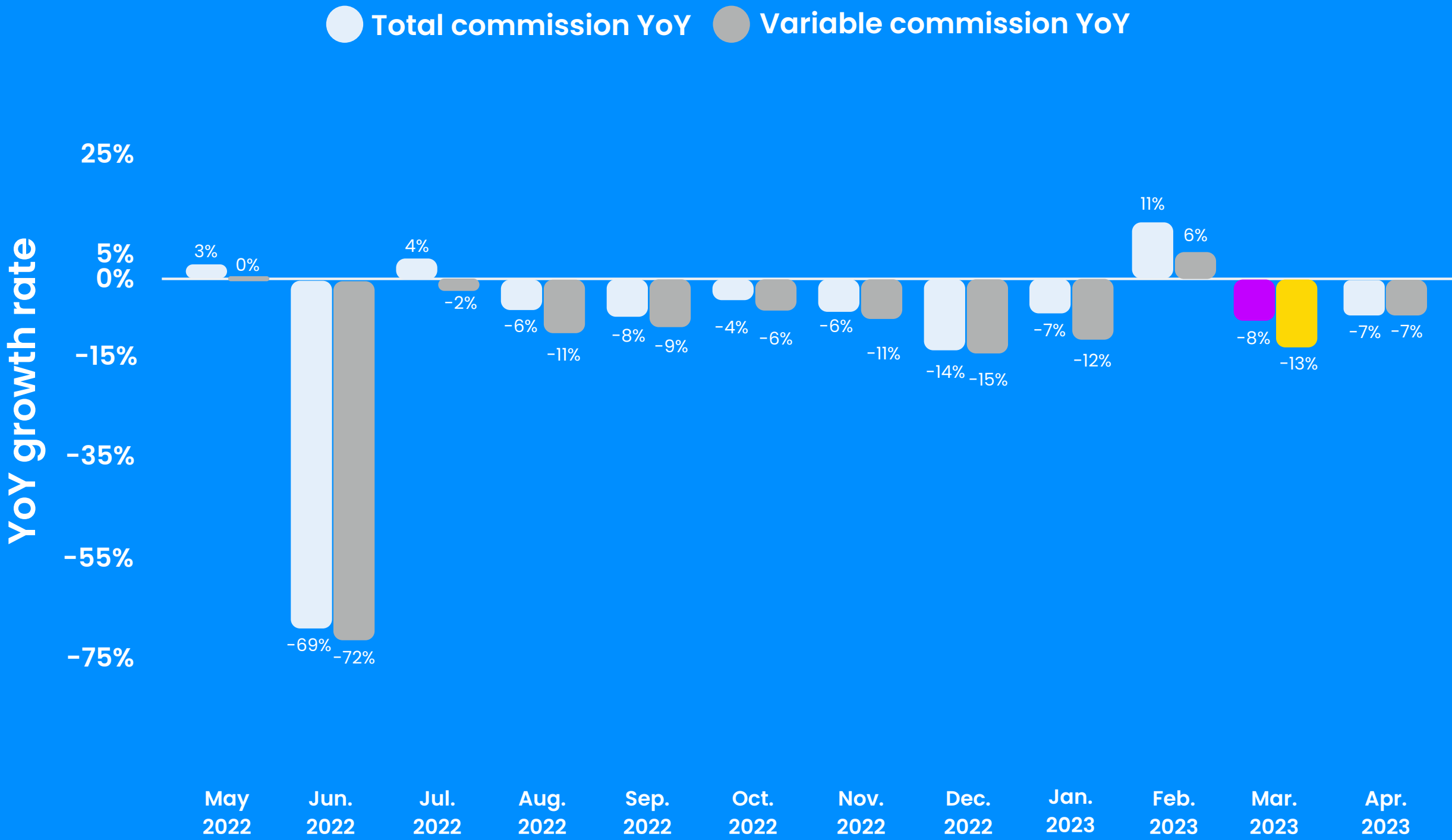
Clicks  
-17%

Conversion rate  
-11%

AOV  
+27%

While clicks were down 11% and conversion rate down 23% in April, average order value (AOV) increased 24% YoY.

# Monthly commission trends



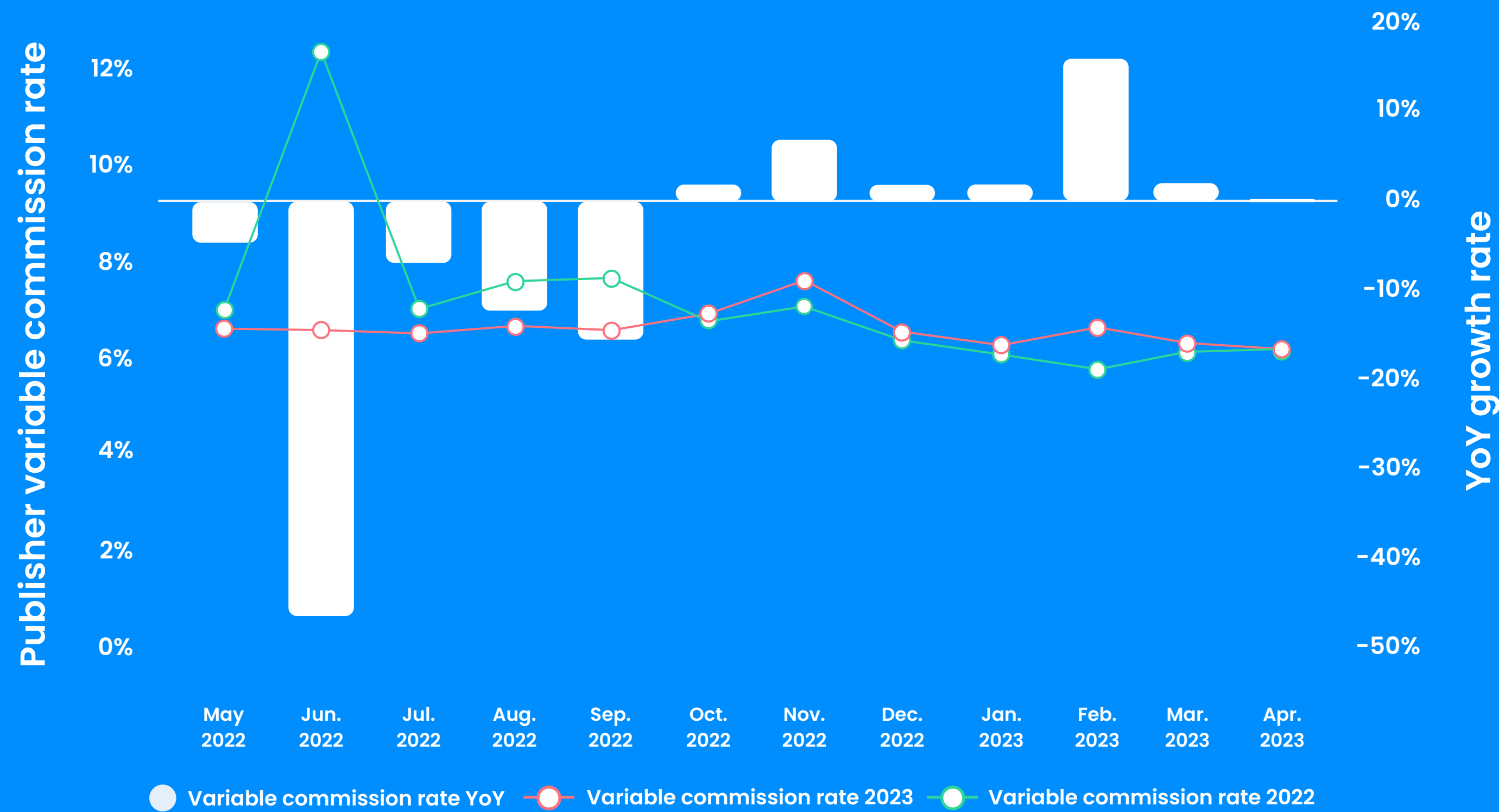
**-7%**      **-7%**

In April, variable commission rates were down 7% and total commission rates were down 7% 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 rate and growth YoY

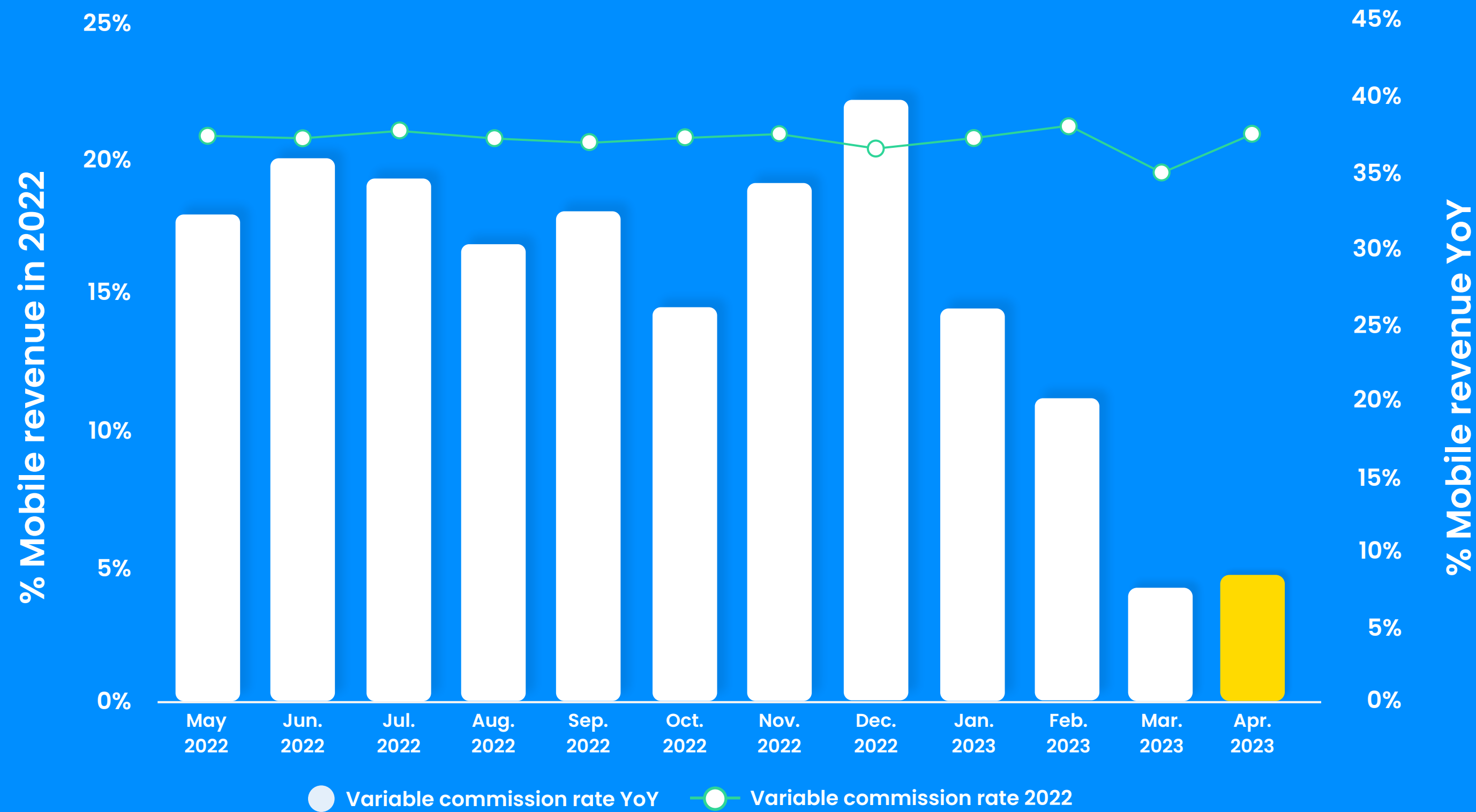


**6.1%**

Variable commission rates in April 2023 were at 6.1%, down from 6.3% from March 2023.

# Monthly mobile revenue share

## % of revenue from mobile

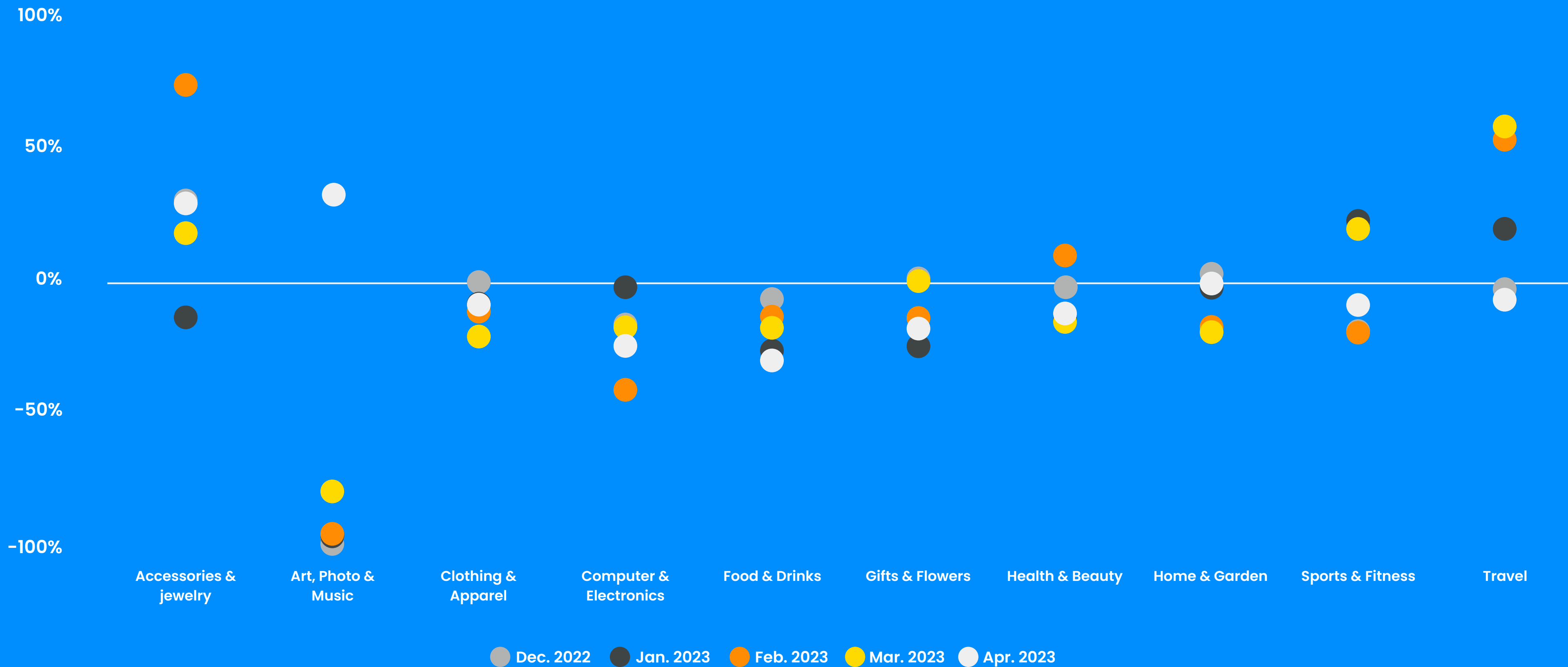


**5%**

Mobile revenue was up 5% YoY in April 2023, up from 4% in March 2023. Mobile revenue share represented 38% of all conversion activity.

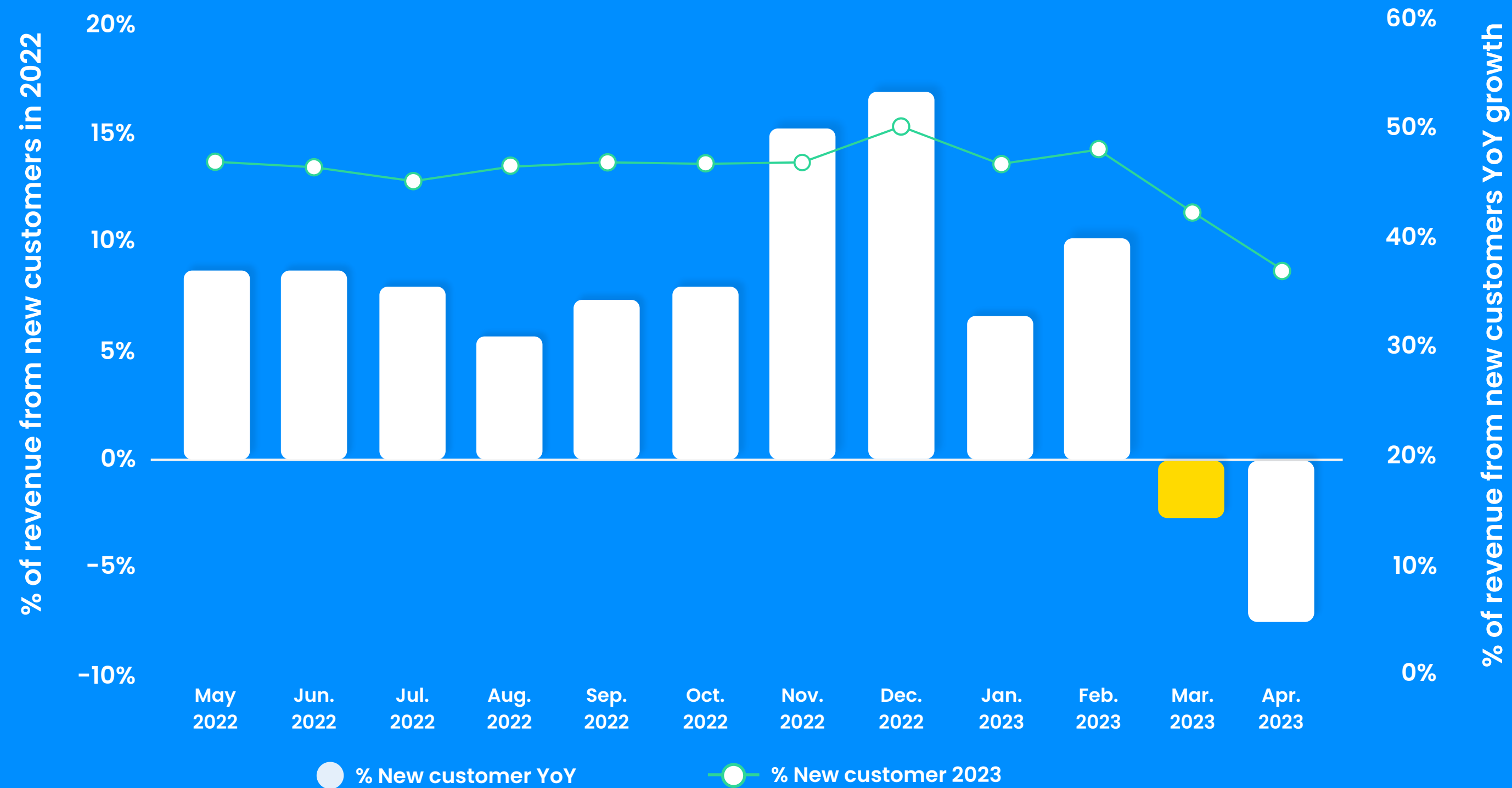


# Revenue growth by advertiser vertical



# Monthly new customer revenue share

## % of revenue from new customers

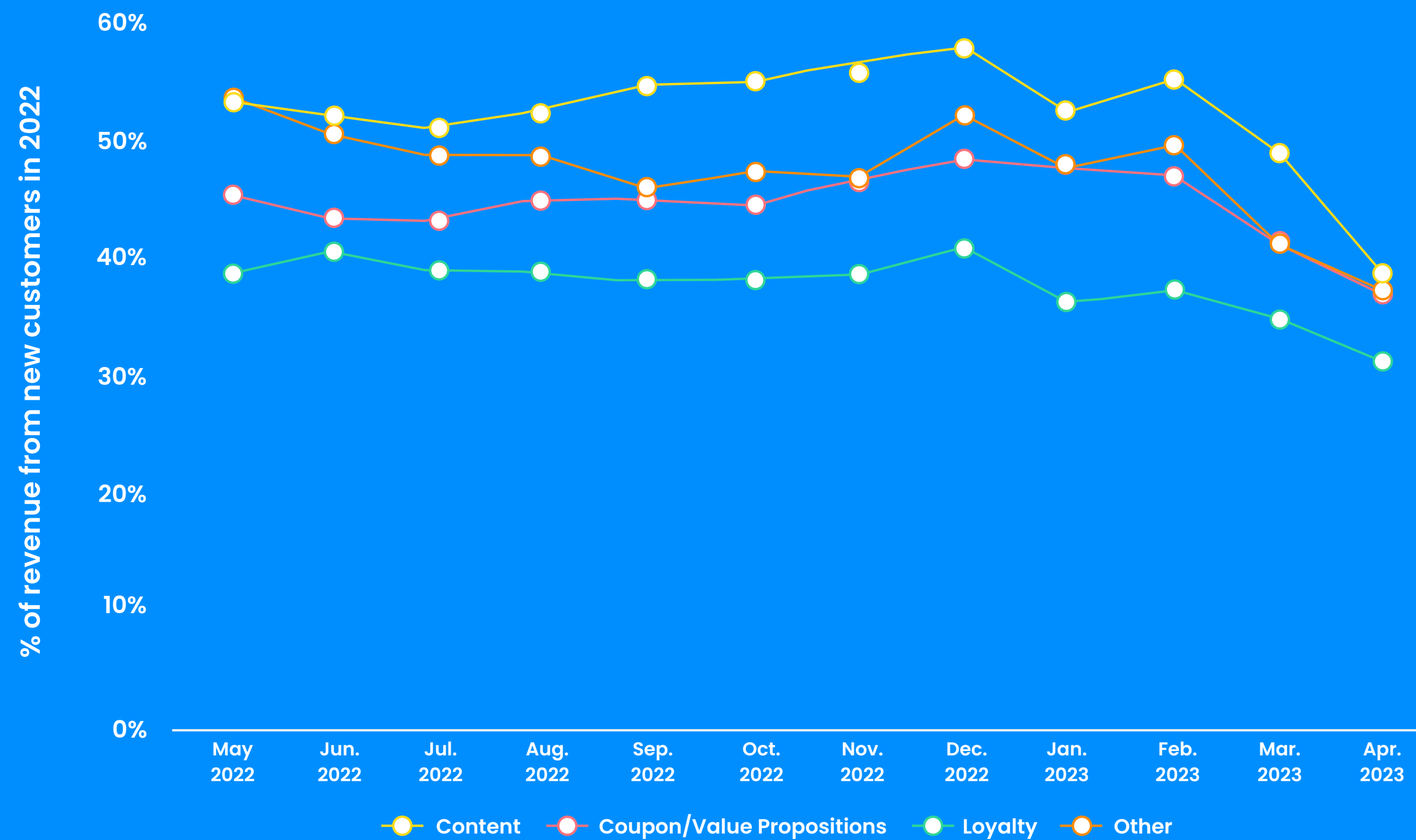


**-8%**

In April 2023, the percentage of revenue acquired from new customers was at 36%, a YoY decrease of 8%.

# New customer revenue by publisher category

% of revenue from new customers in past 12 months by publisher category

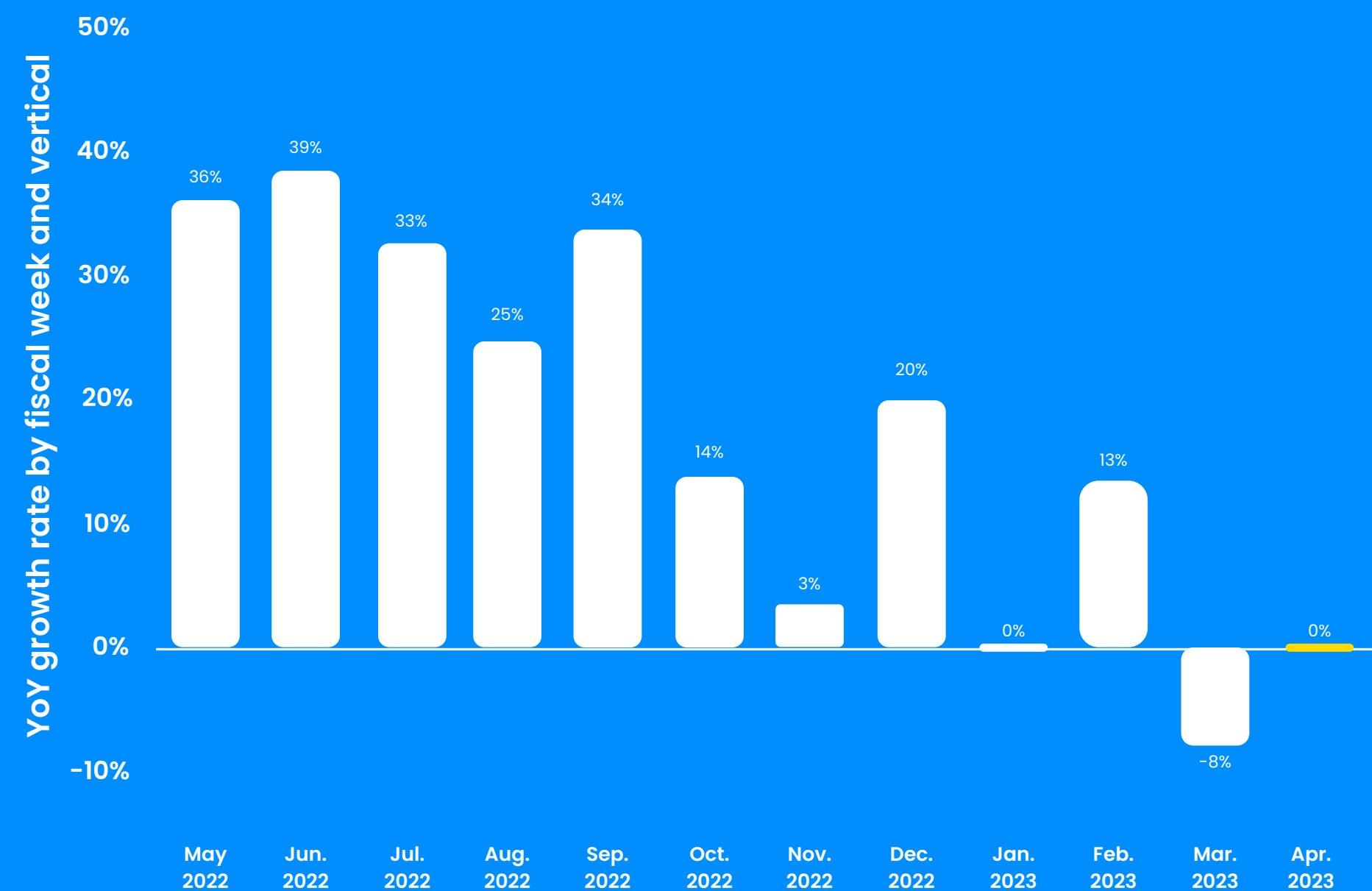


**39%**

Content partners have a new customer rate of 39% followed by other at 38%, coupon at 37%, and loyalty at 31%.

# Content publisher YoY revenue and commission trends

### Content publisher revenue YoY growth rate



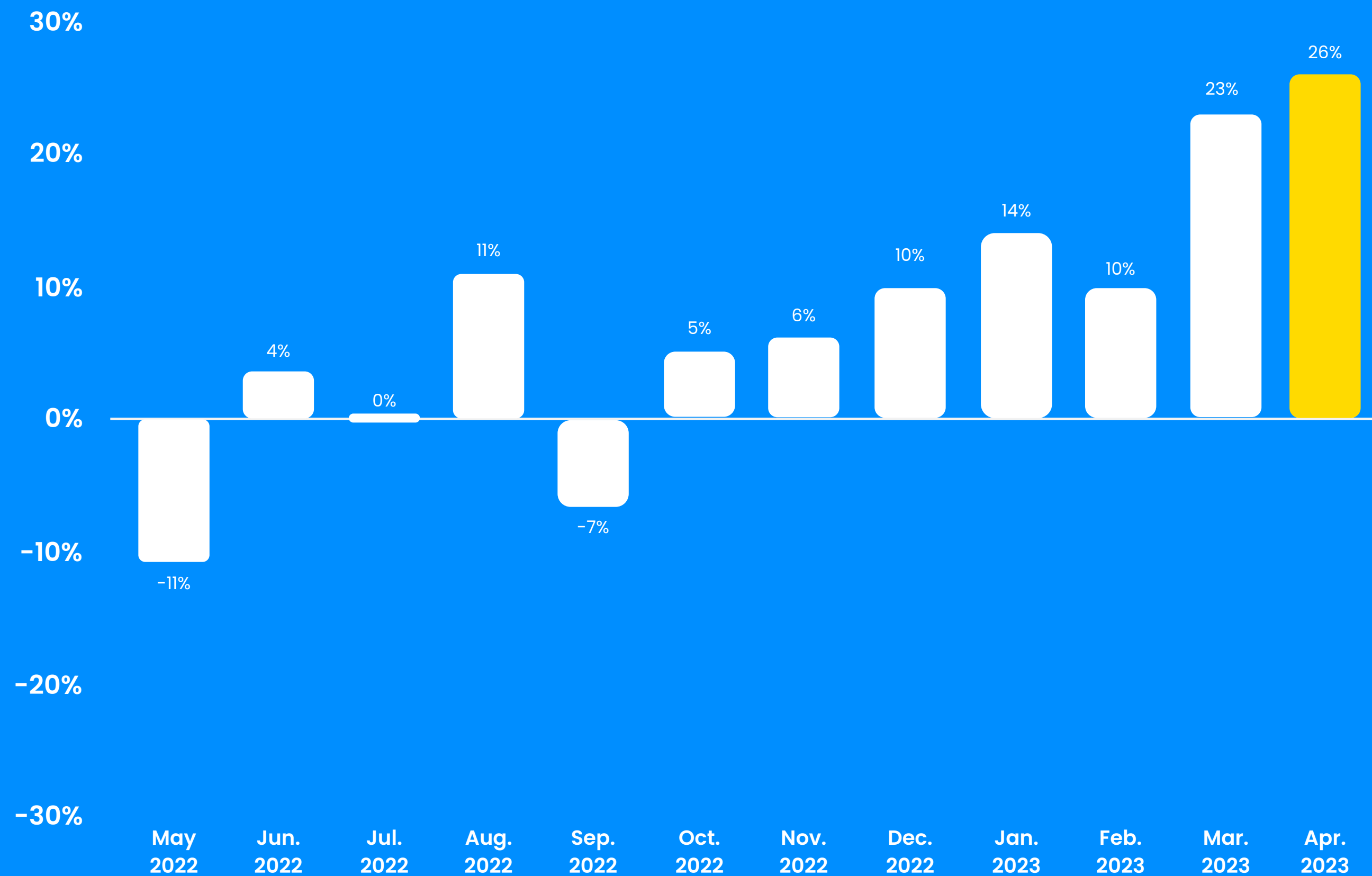
In April, YoY revenue growth for content partners is back at 0%—from a low of -8% in March 2023.

### Content publisher share of variable commission



Coupon partner share of variable commission increased 24%, loyalty increased 19% and other increased 7%  
 Content partner share of variable commission is at 50% in April increasing 4% YoY.

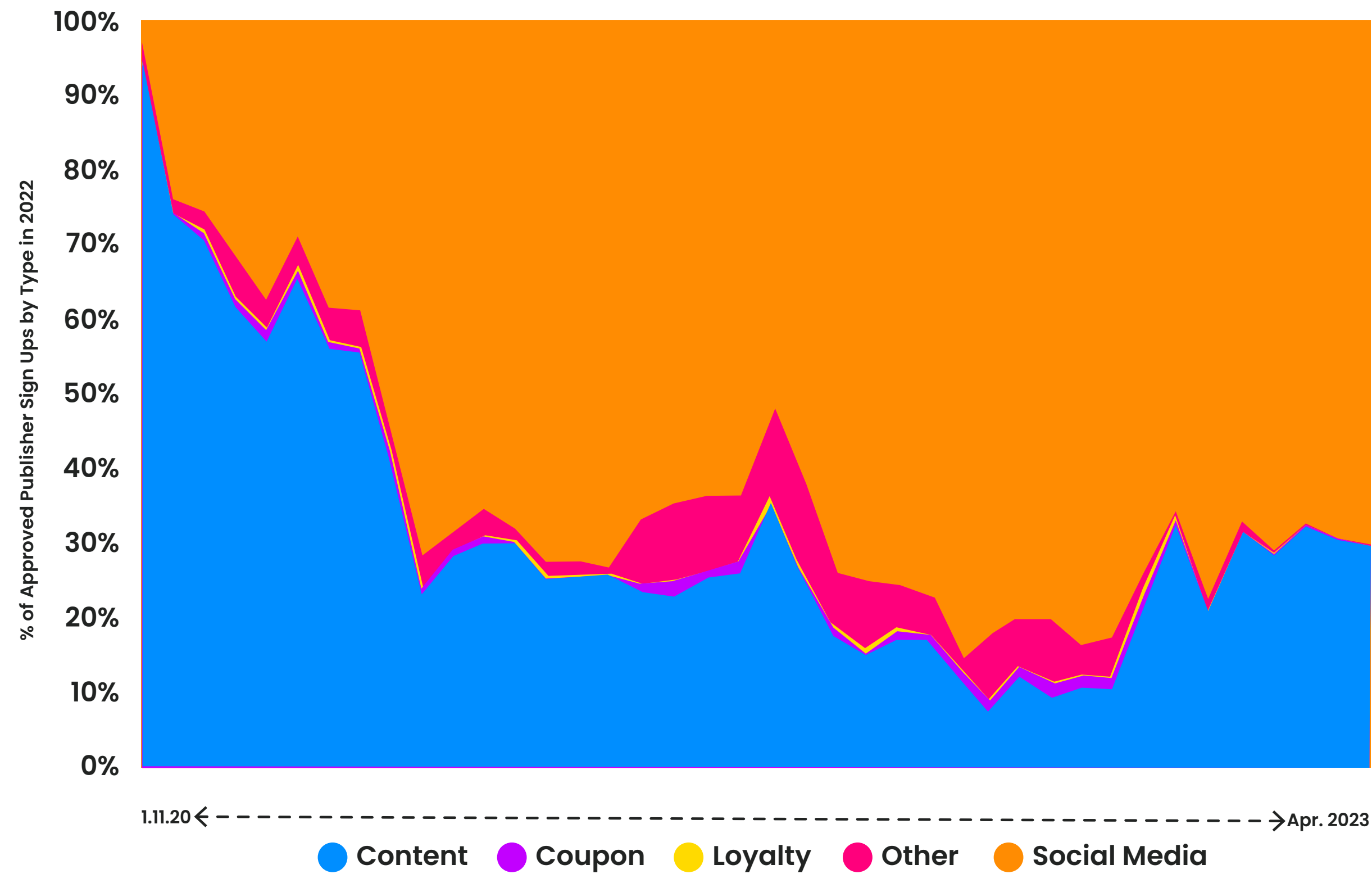
# Publisher partner application growth YoY



**26%**

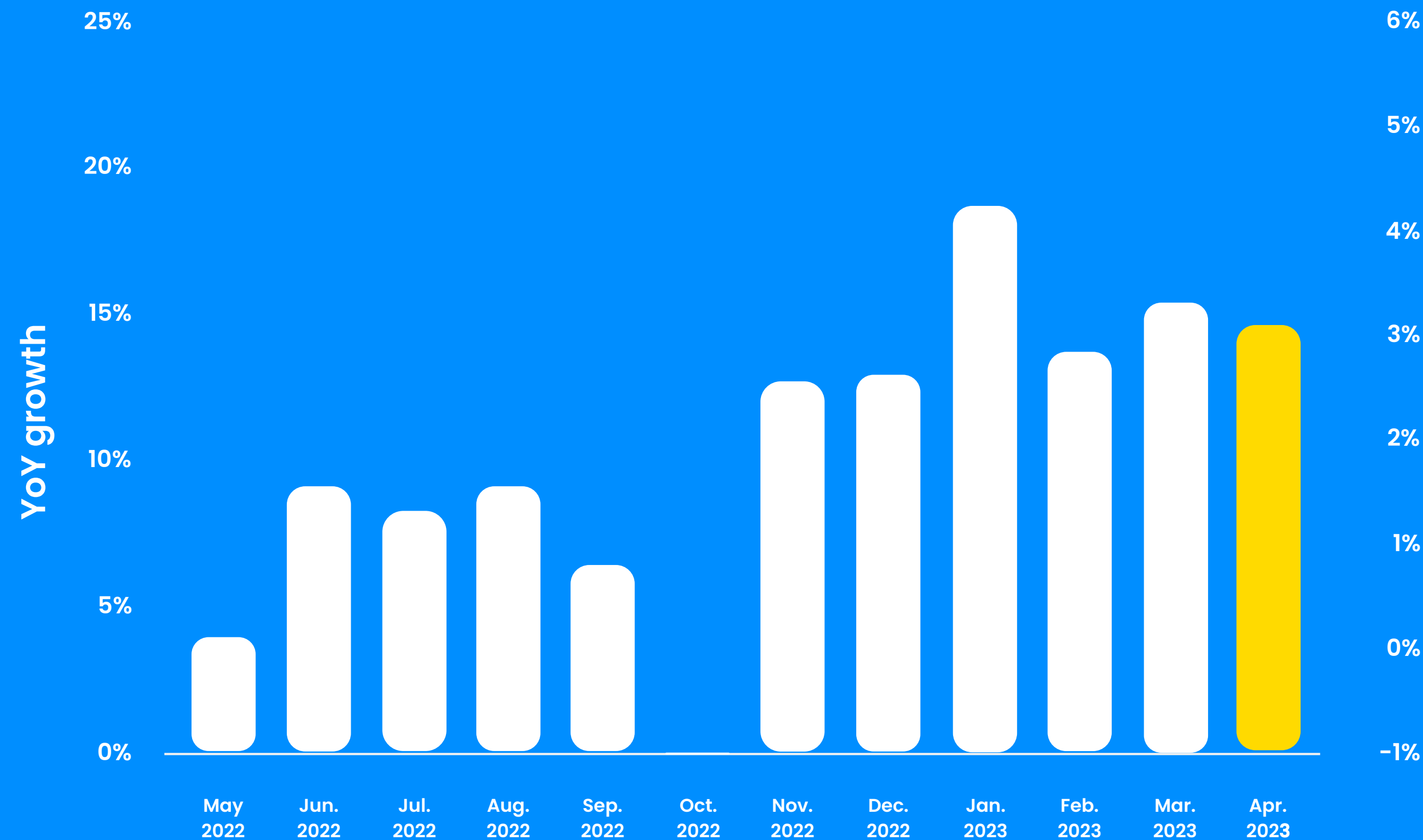
Partner applications increased 26% YoY in April demonstrating 7 consecutive months of YoY increases.

# % of approved publisher sign ups by type



In 2022, publisher applications were largely from content partners. However, in 2023, 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.

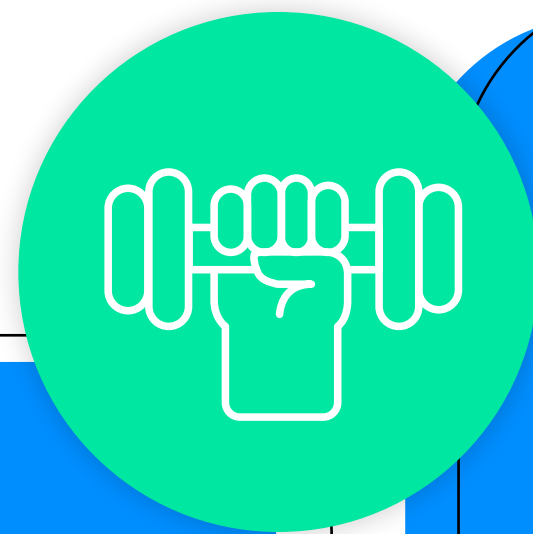
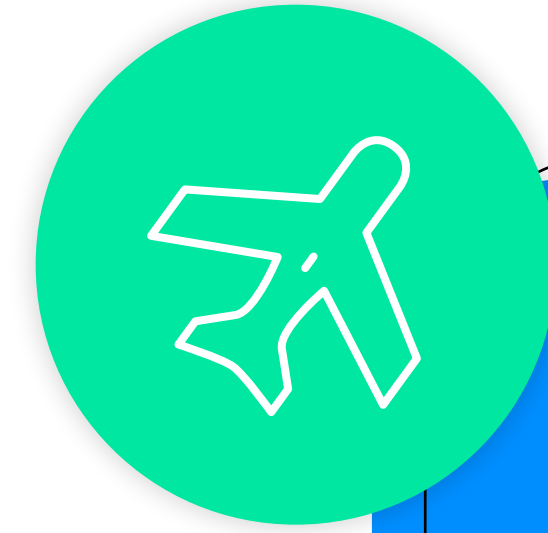
# Average revenue generating connections per advertiser



3%

As partner applications continue to grow, so do the number of revenue generating connections between advertisers and partners. In April, 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.

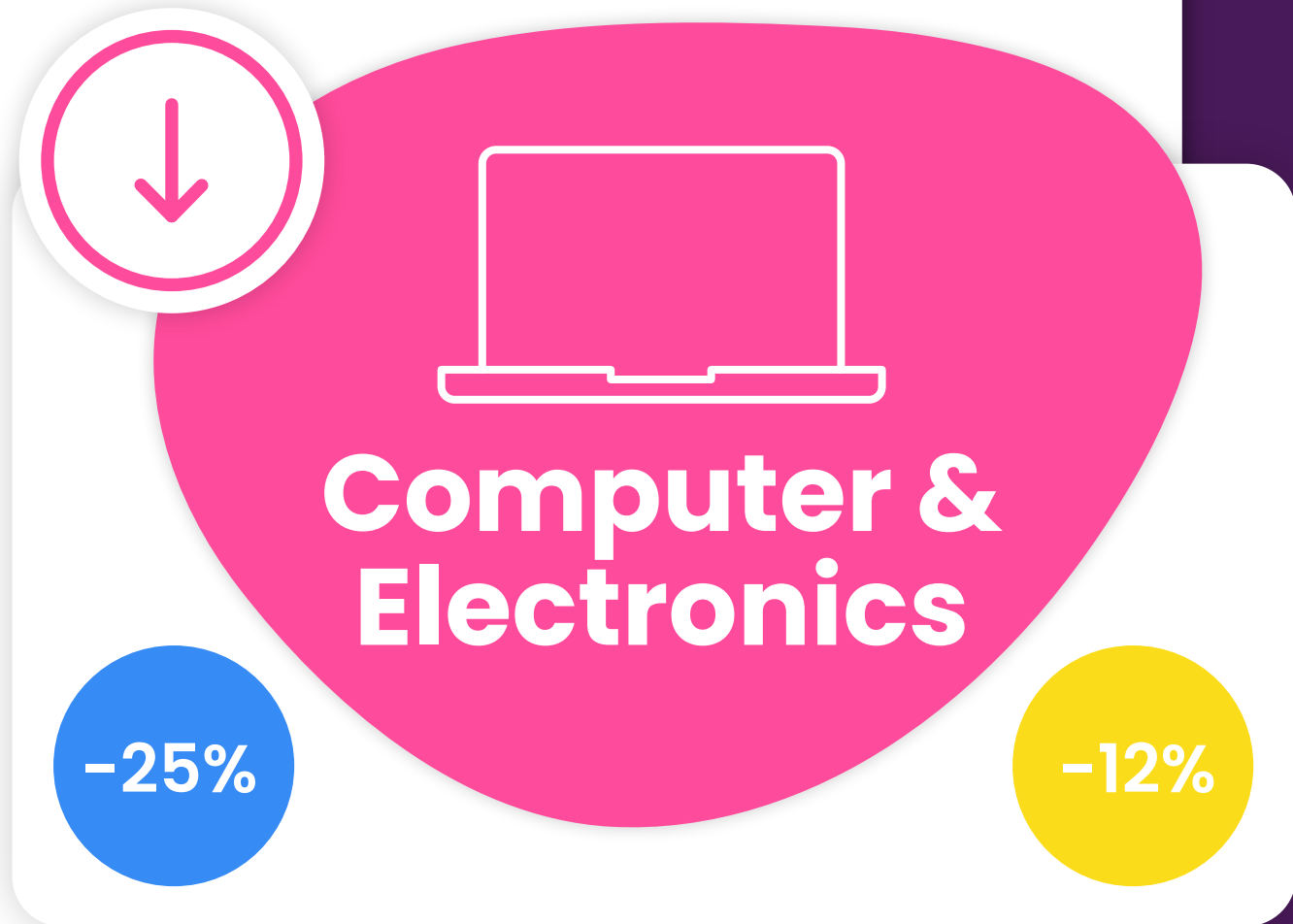
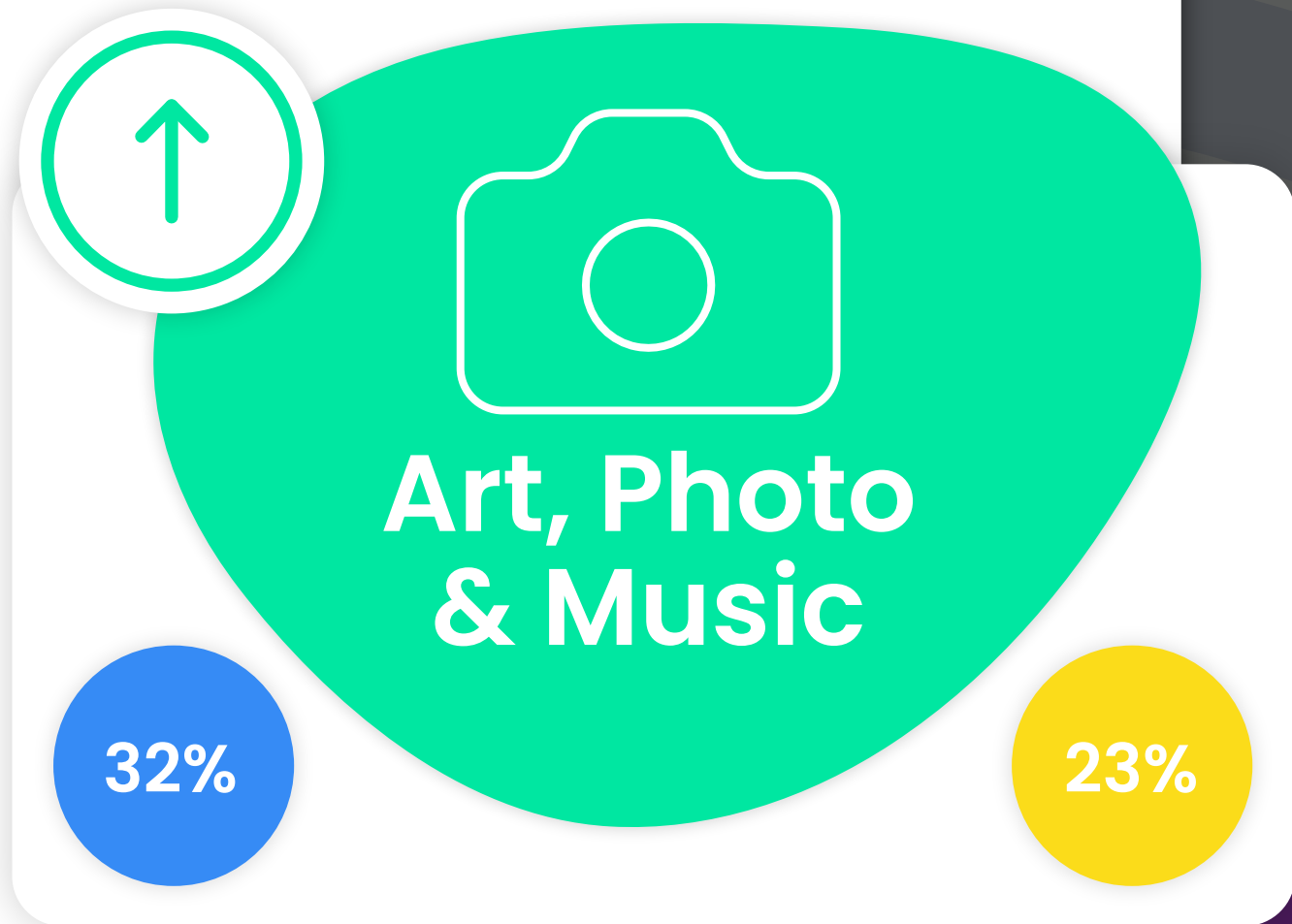




# Click and revenue YoY growth rate by vertical

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

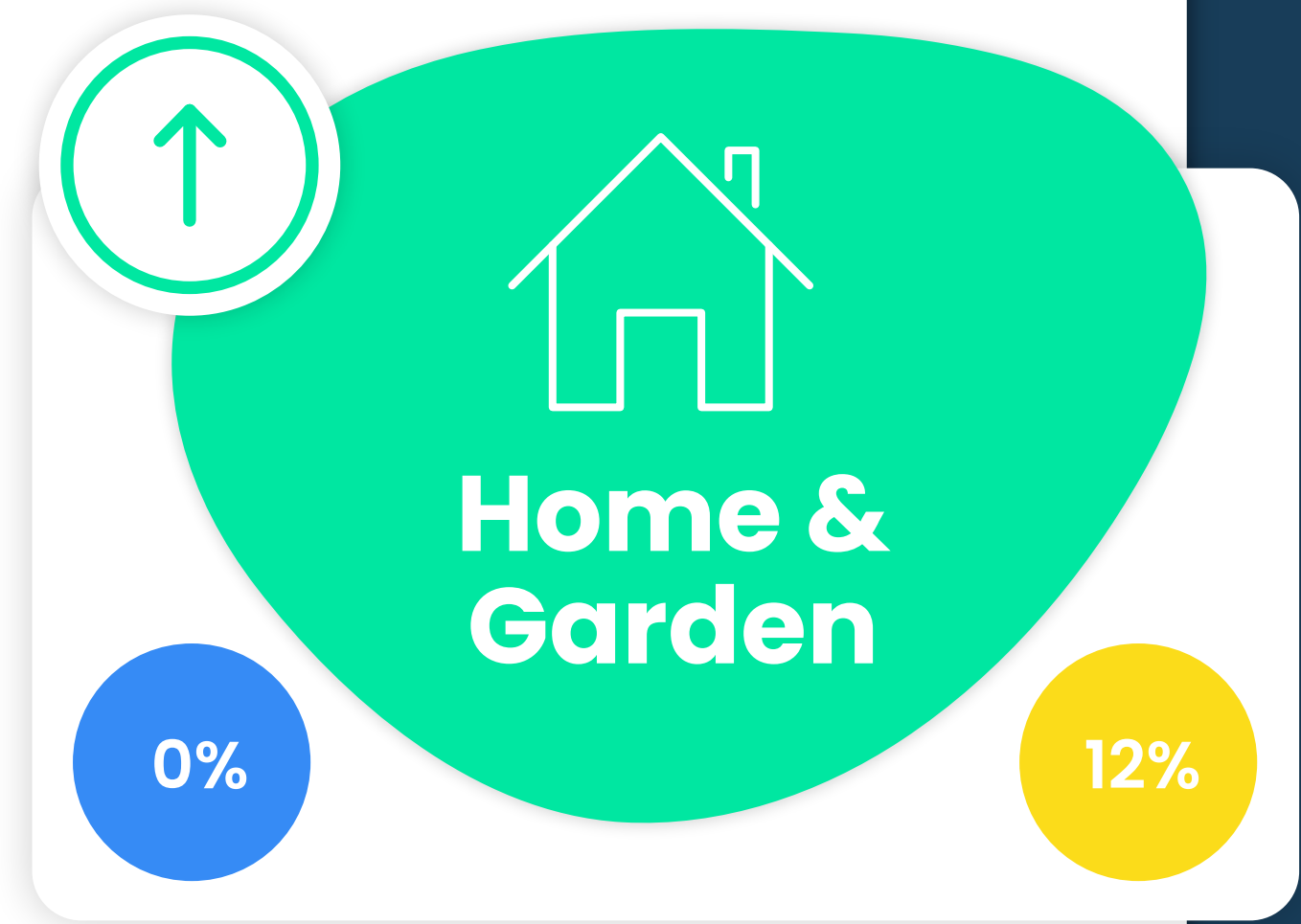
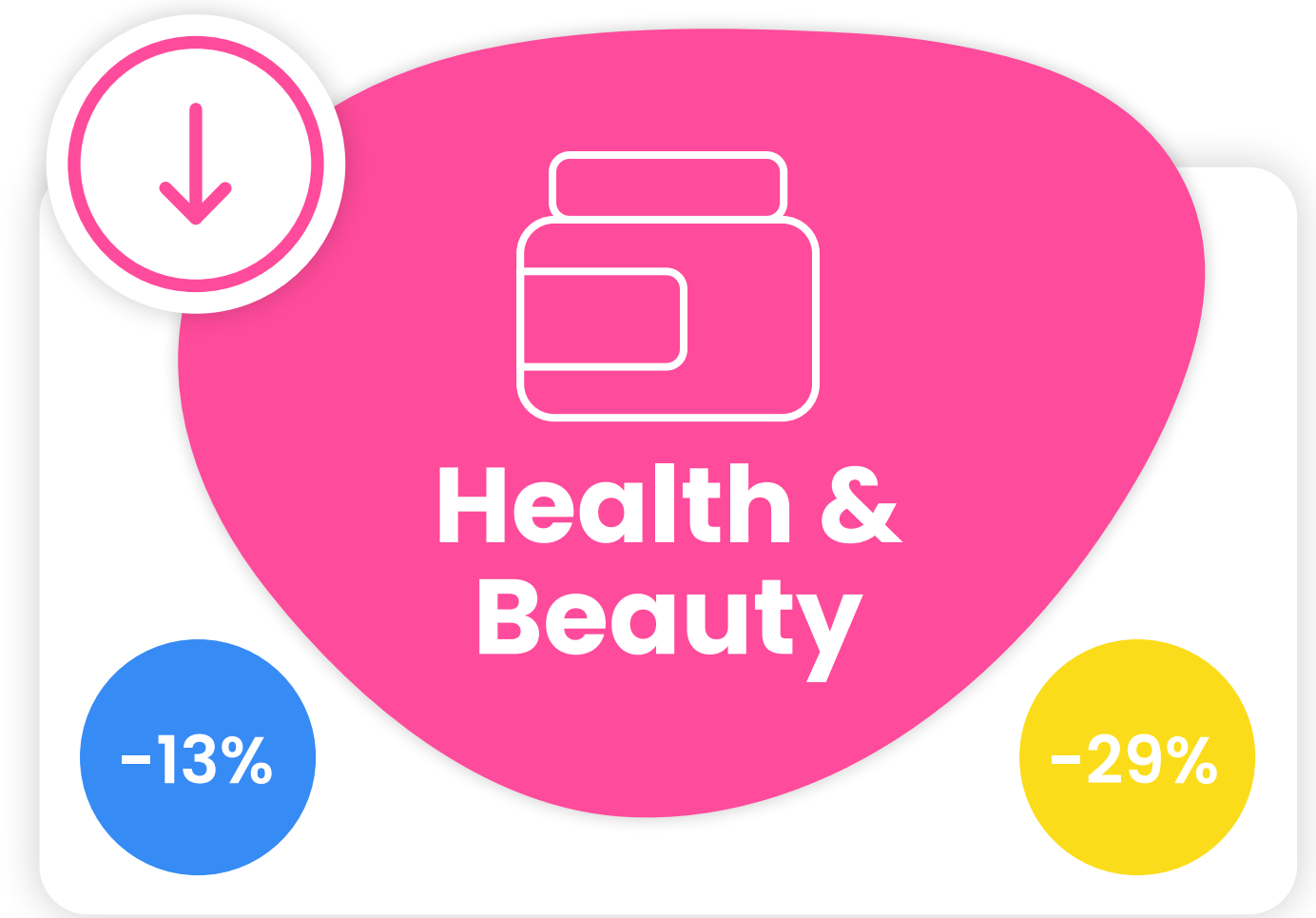
● Gross revenue YoY ● Clicks YoY



# Click and revenue YoY growth rate by vertical

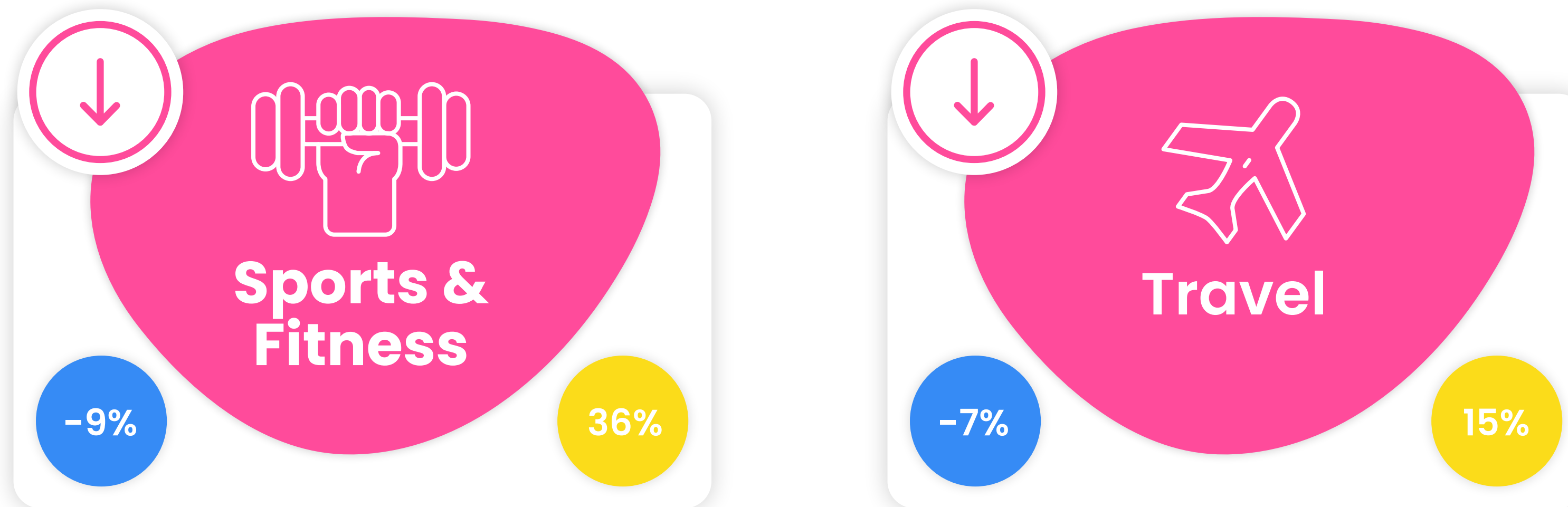
All data represents YoY growth for the end of April 2023.

Gross revenue YoY ● Clicks YoY



# Click and revenue YoY growth rate by vertical

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



● Gross revenue YoY    ● Clicks YoY



# A better way to partner.

Interested in learning more  
with a Partnerize expert?

Contact us at

[contact@partnerize.com](mailto:contact@partnerize.com)