



Partnerize

U.S. Retail Affiliate Marketing Sales Index

Updated through April 30th, 2024



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 2023.

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.

Revenue growth, by vertical, through April 2024

Accessories & Jewelry



+55% YoY

Sports & Fitness



+10% YoY

Home & Garden



+9% YoY

Other



-7% YoY

Health & Beauty



-19% YoY

Clothing & Apparel



-22% YoY

Gifts & Flowers



-24% YoY

Food & Drink



-26% YoY

Computers & Electronics

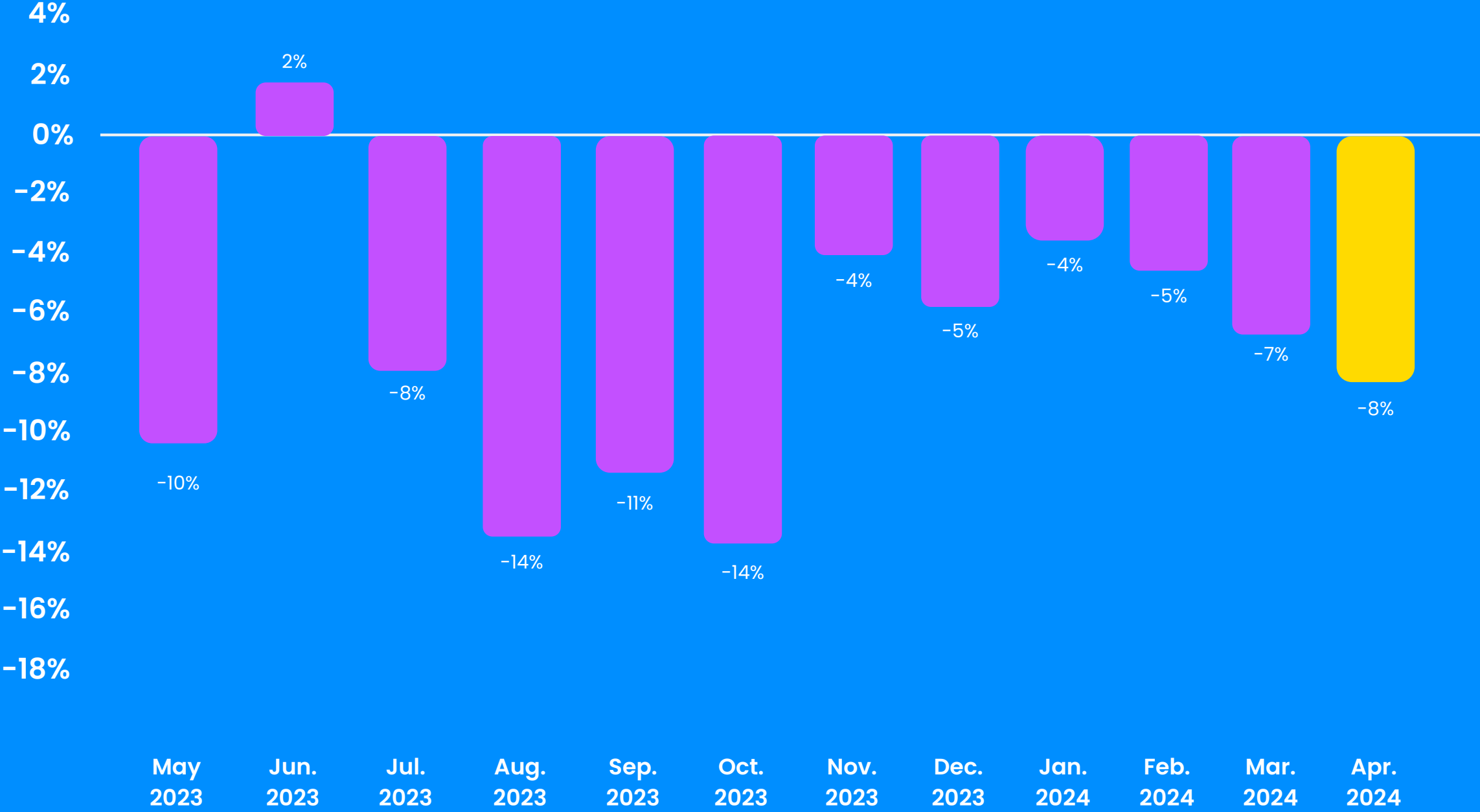


-47% YoY

The "Other" category consists of the following verticals: Phonecard Services, Travel, Business, Art/Photo/Music, Shops/Malls, Books/Media, Family, Pets, Smoking & Tobacco, Education, Baby, Adult, Hunting & Firearms, Insurance, Automotive, Entertainment, Medical, Games & Toys, Commerce, Web Services, Financial Services, Marketing, Recreation & Leisure and Dating.

Monthly revenue trends

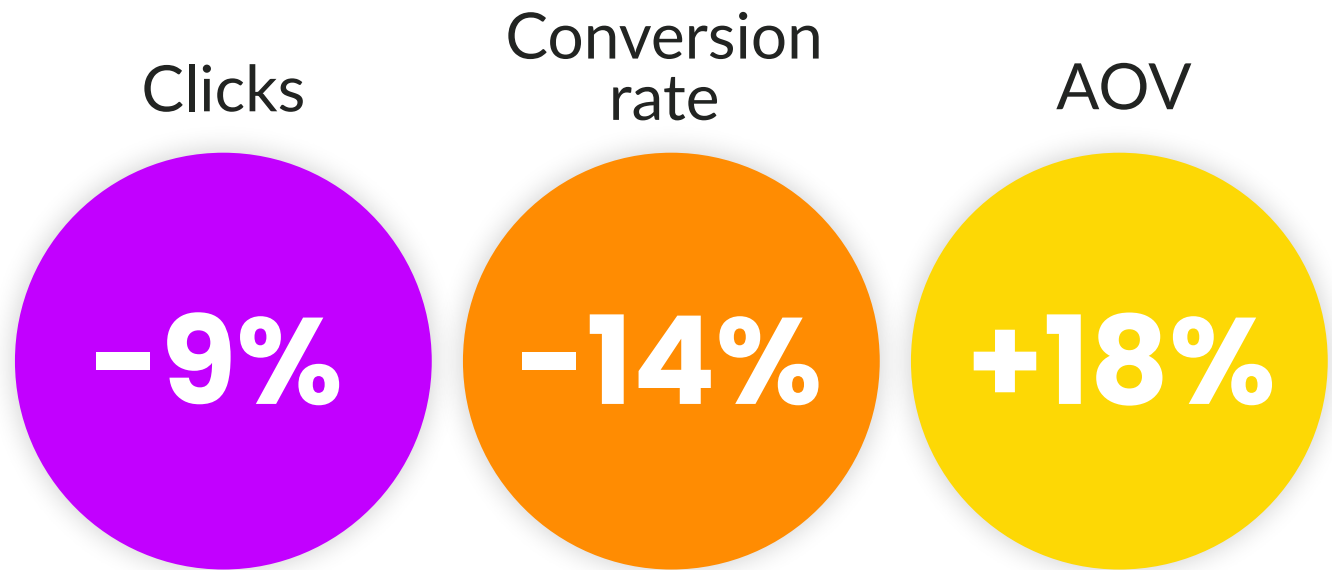
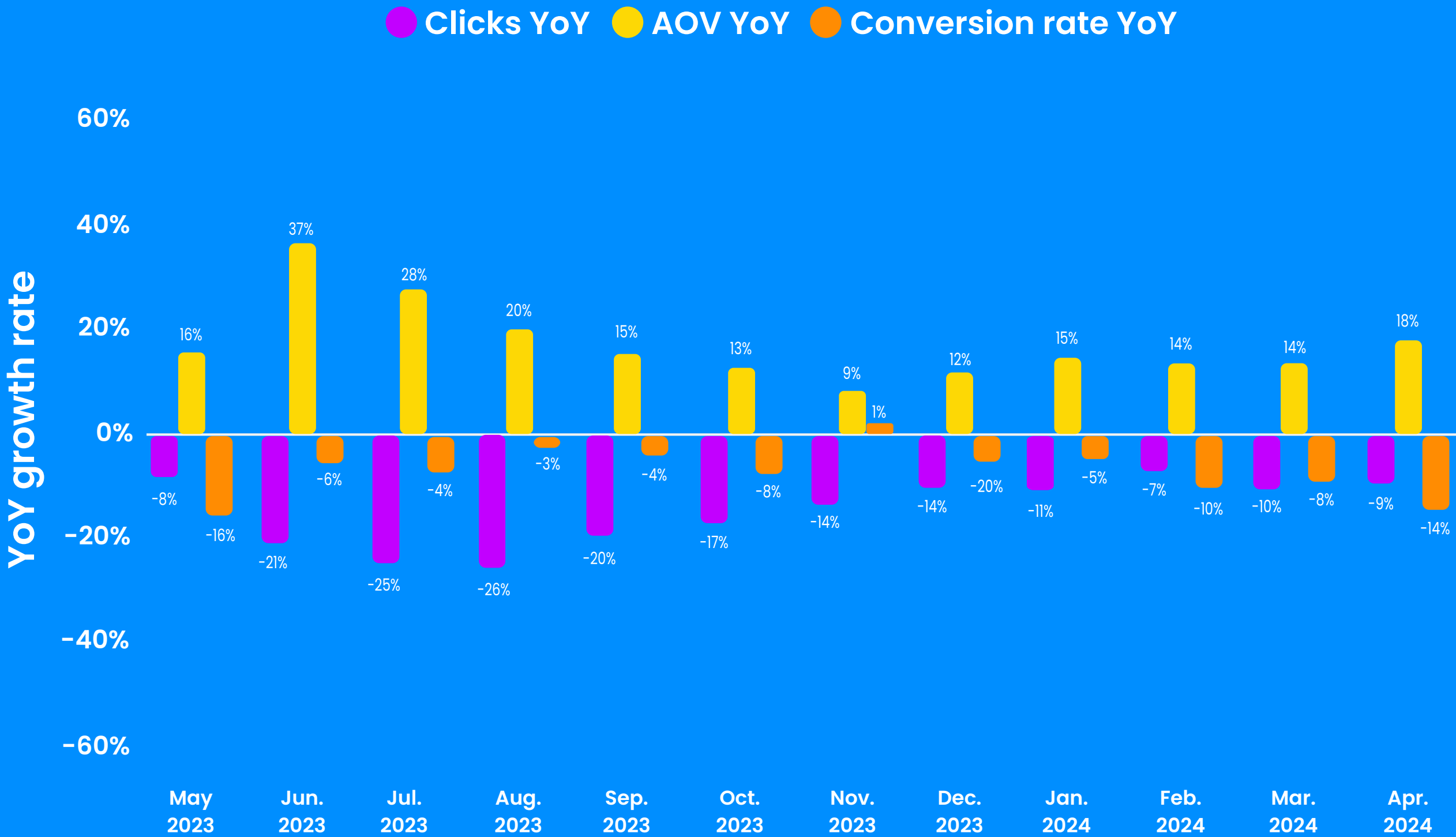
Gross Revenue YoY Growth



-8%

Gross revenue decreased by 8% YoY in April 2024.

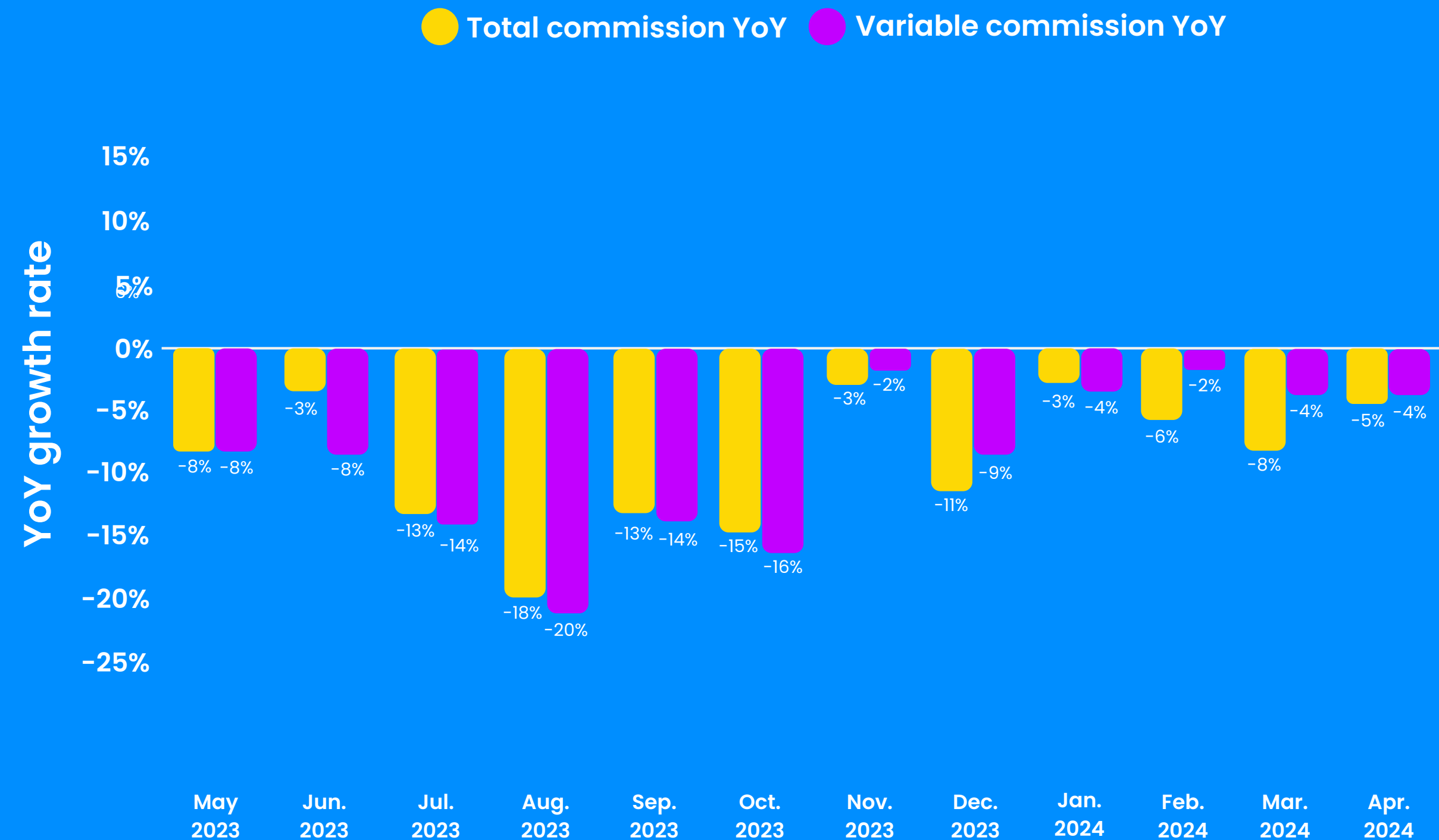
Drivers of monthly revenue growth



In April 2024, the 8% decrease in revenue may be attributed to a 9% decrease in clicks, a 14% decrease in conversion rate, but an 18% increase in average order value (AOV).

Monthly commission trends

6



-5%

-4%

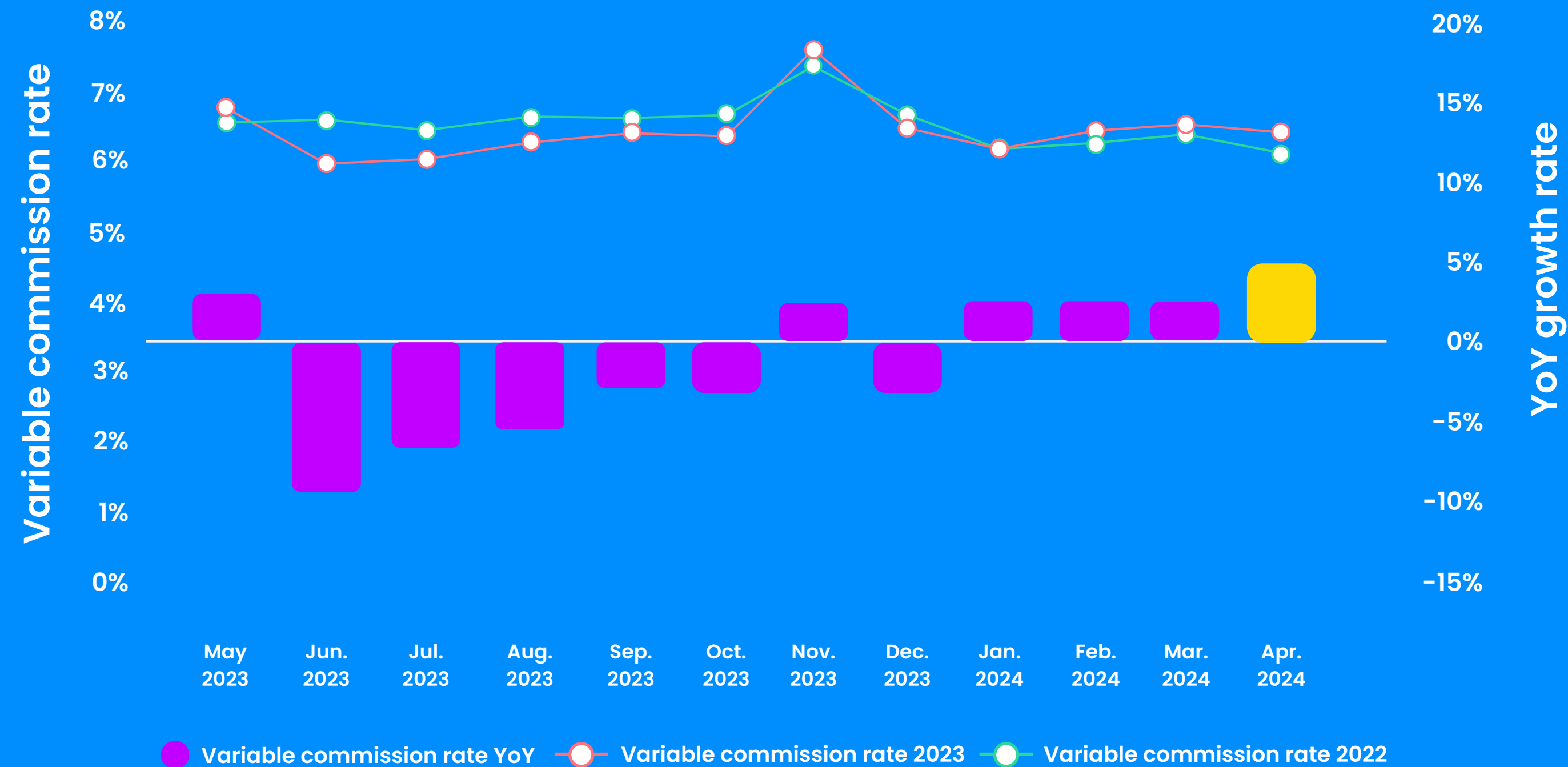
In April 2024, variable commission is down 4%, and total commission is down 5%.

- 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

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Variable commission rate and growth YoY

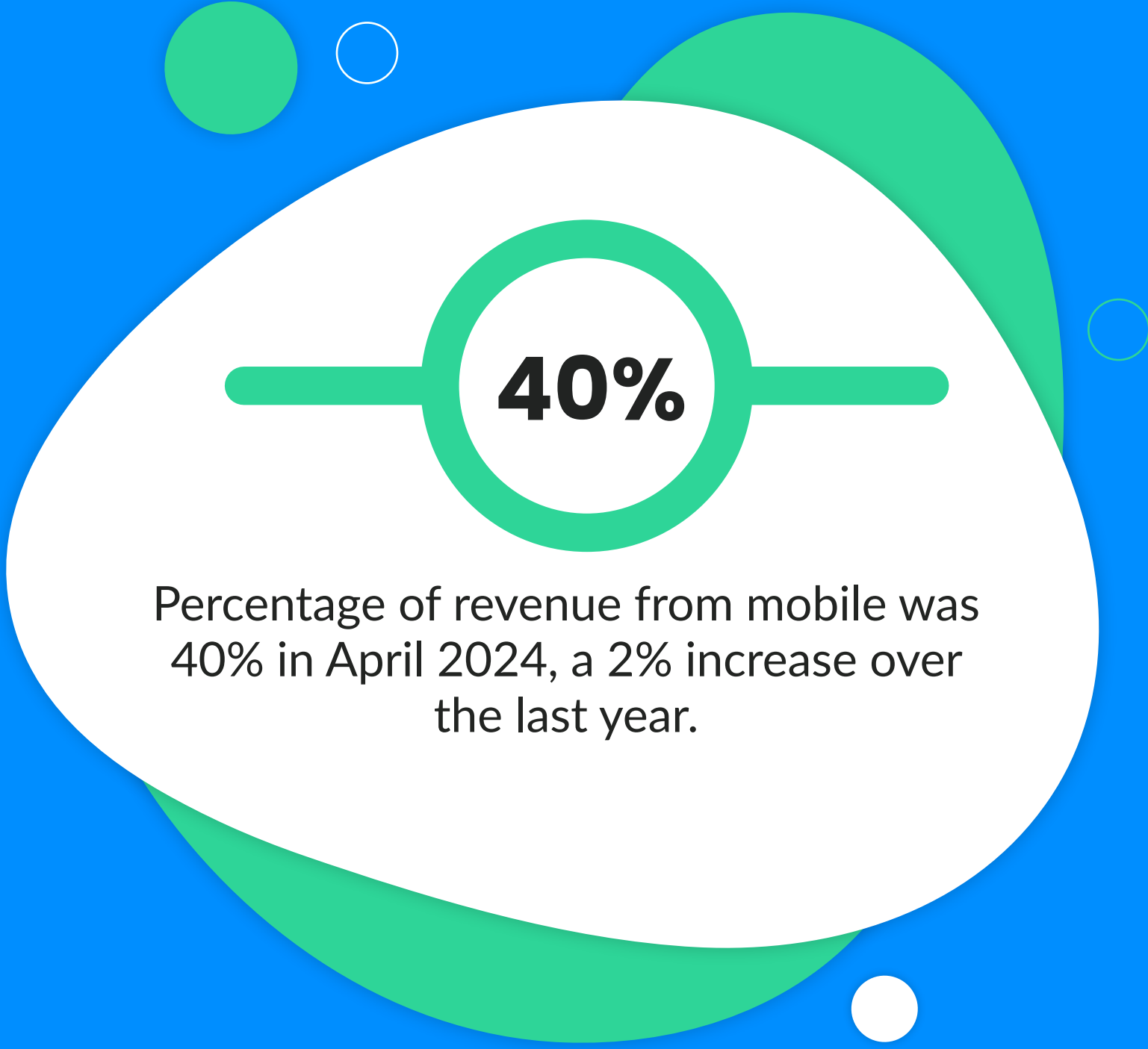
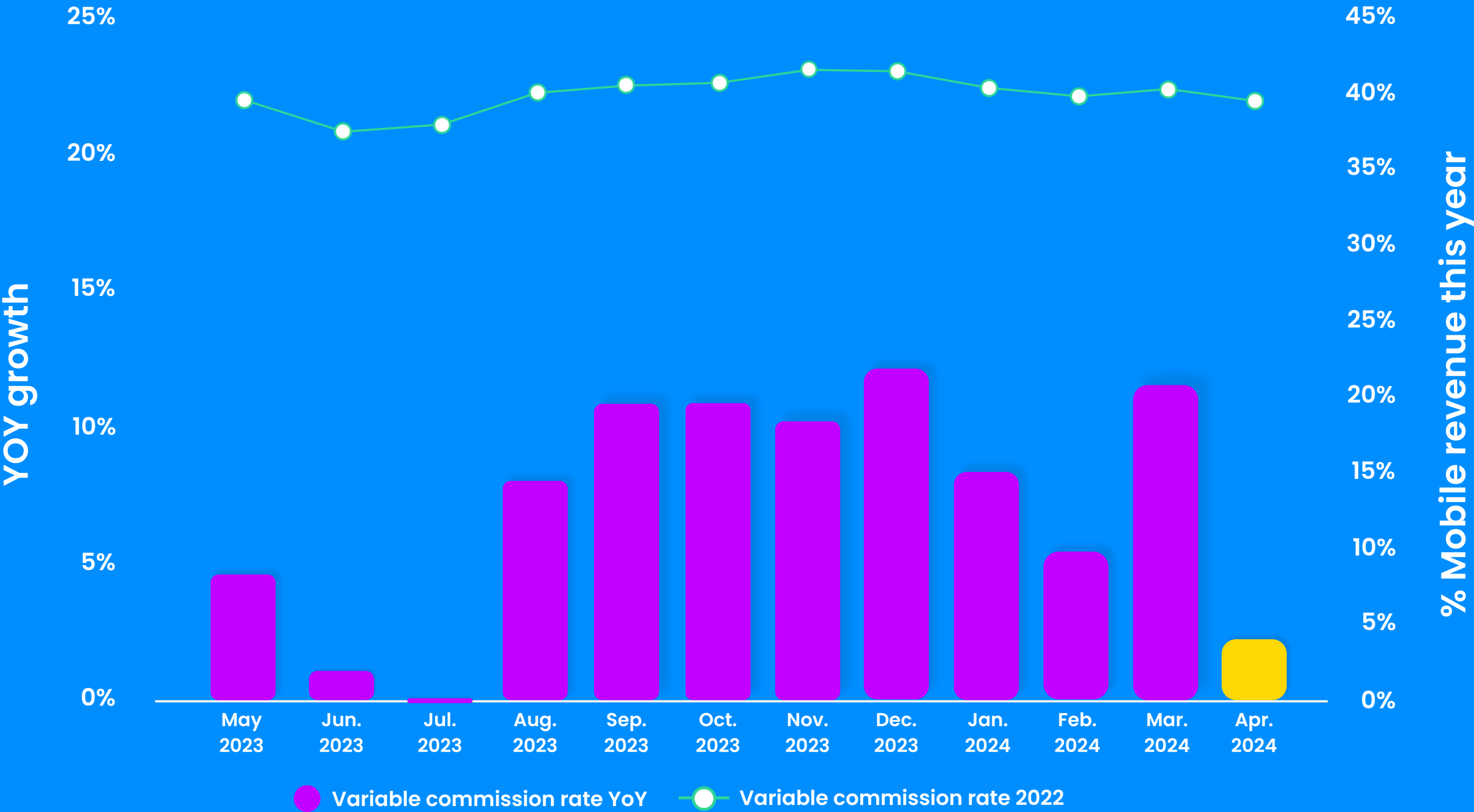


6.4%

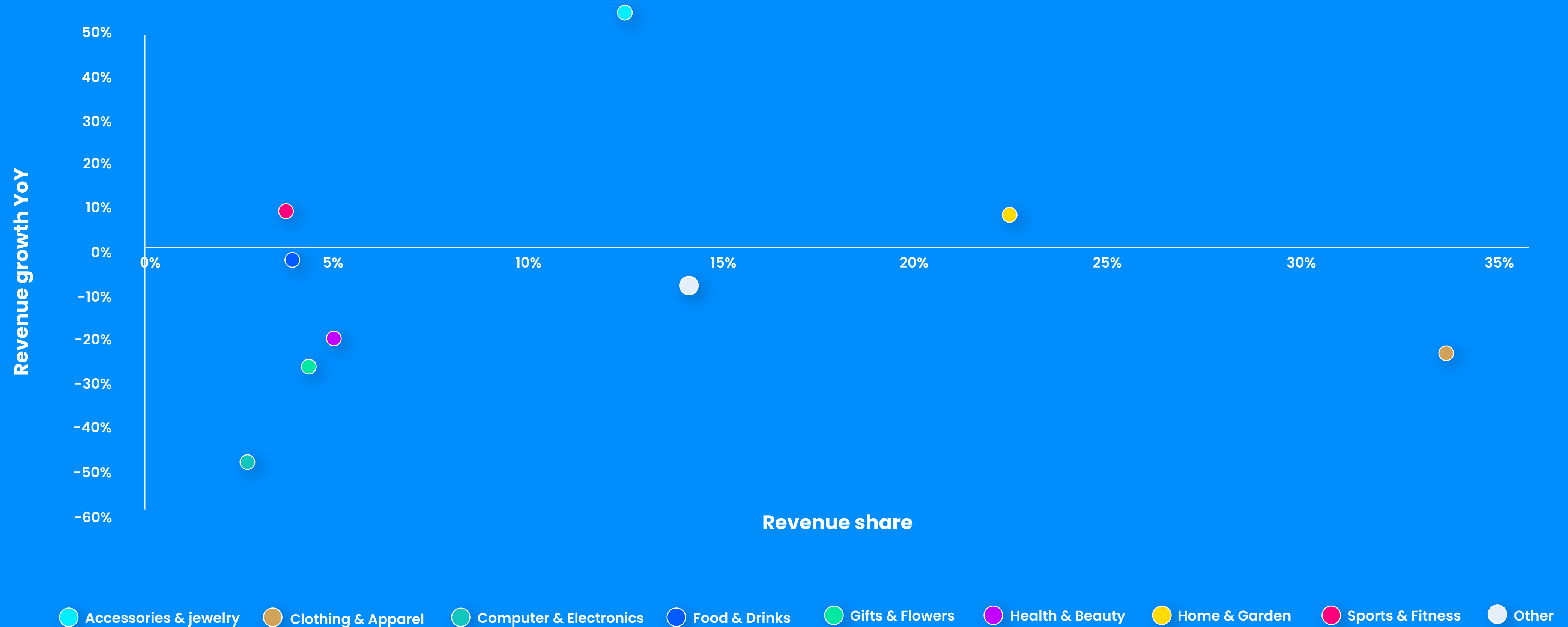
Variable commission rates in April 2024 were at 6.4%, around the norm for the past year, and a 5% increase from April of 2023.

Monthly mobile revenue share

% of revenue from mobile



Revenue growth by advertiser vertical

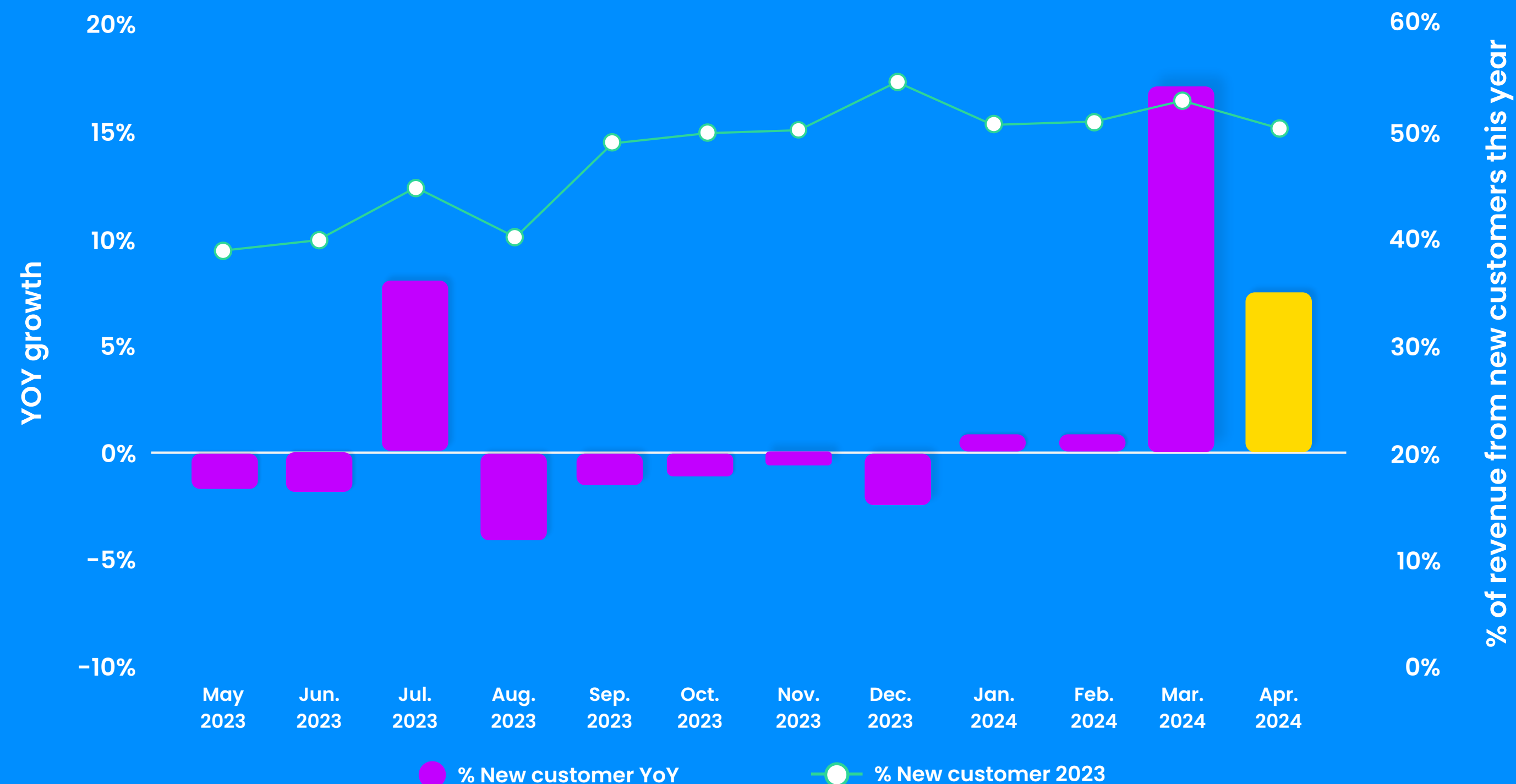


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Monthly new customer revenue share

10

% of revenue from new customers

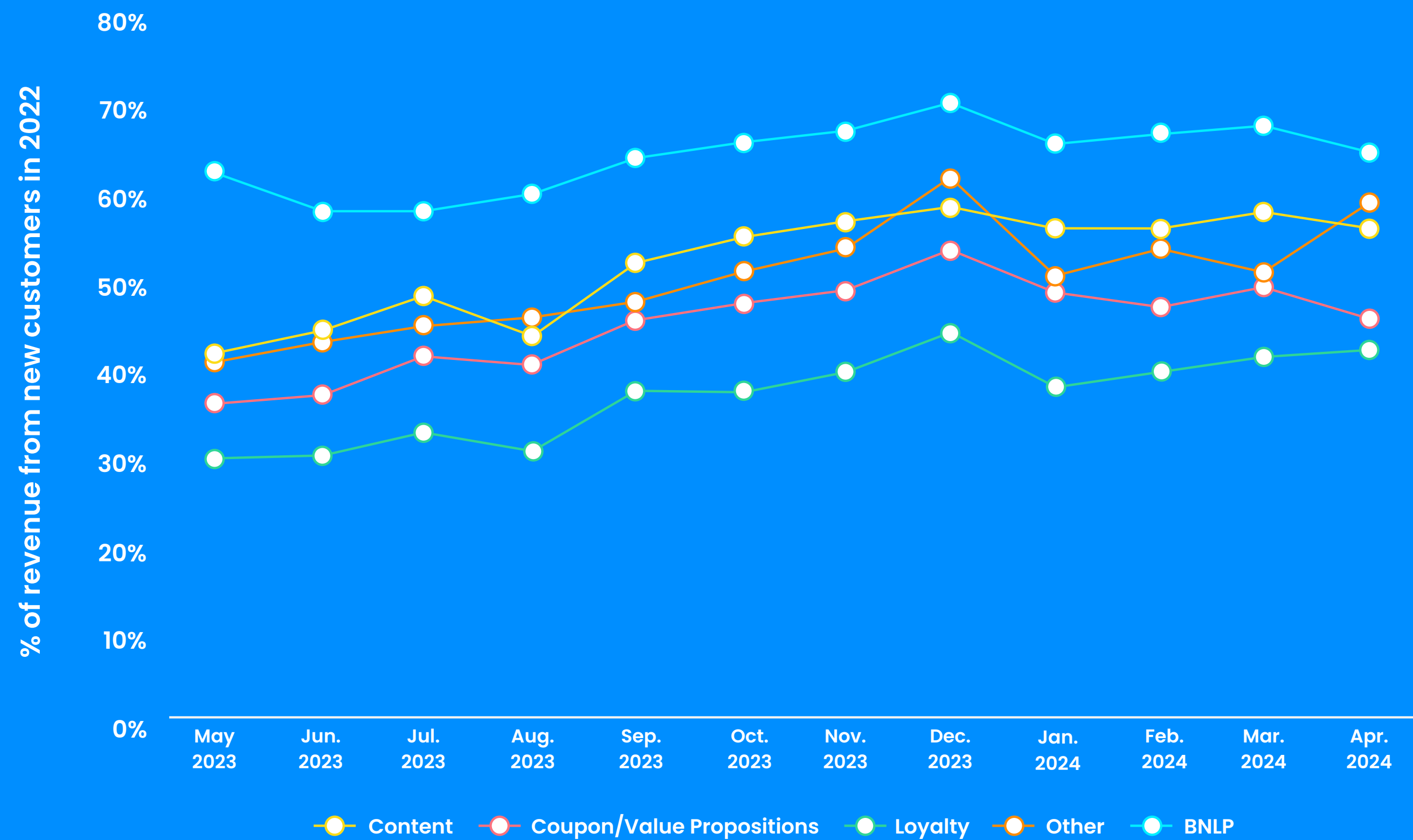


In April 2024, the percentage of revenue acquired from new customers is 50%, an 8% YoY increase.

New customer revenue by publisher category

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



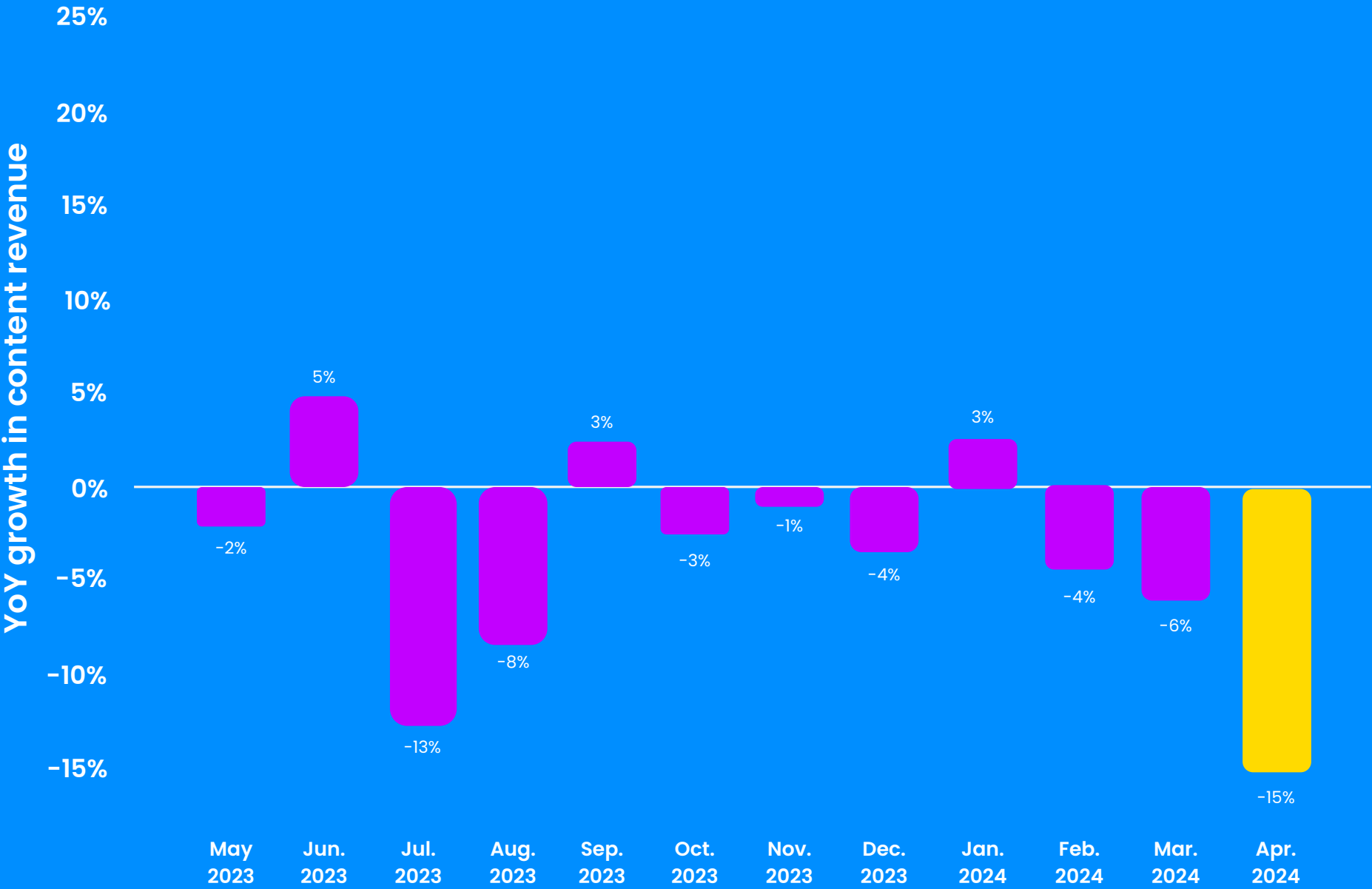
65.39%

The April 2024 percentage of revenue from new customers by partner category:

Other 59.40% Content 56.98%
Coupon 46.79% Loyalty 43.12%
BNPL 65.39%

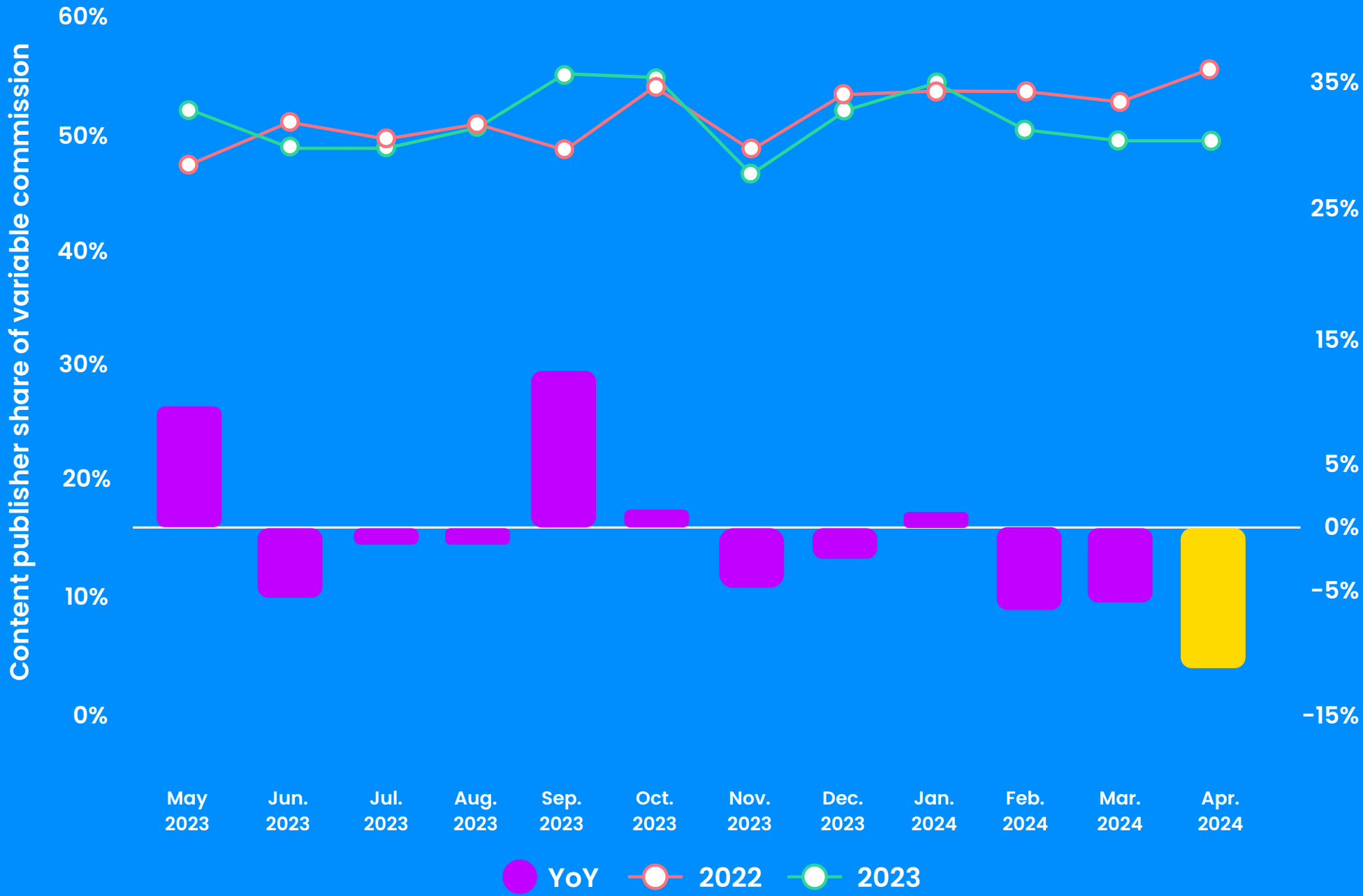
Content YoY revenue and commission trends

Content revenue YoY change



Growth in the content partner category has decreased by 15% in April 2024.

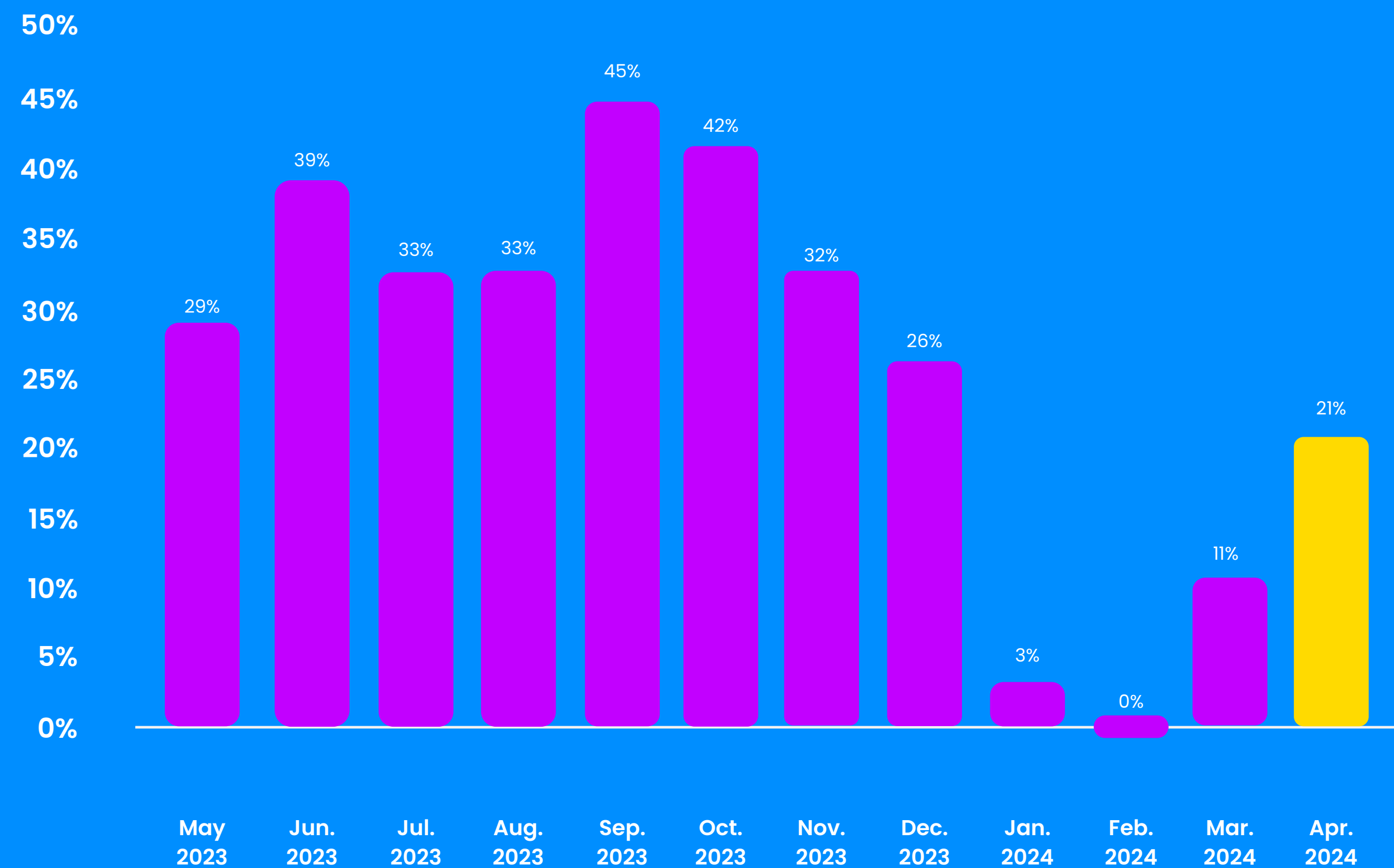
Content publisher share of variable commission



In April 2024, share of commission for content partners is 50%, down 11% YoY.

Publisher partner application growth YoY

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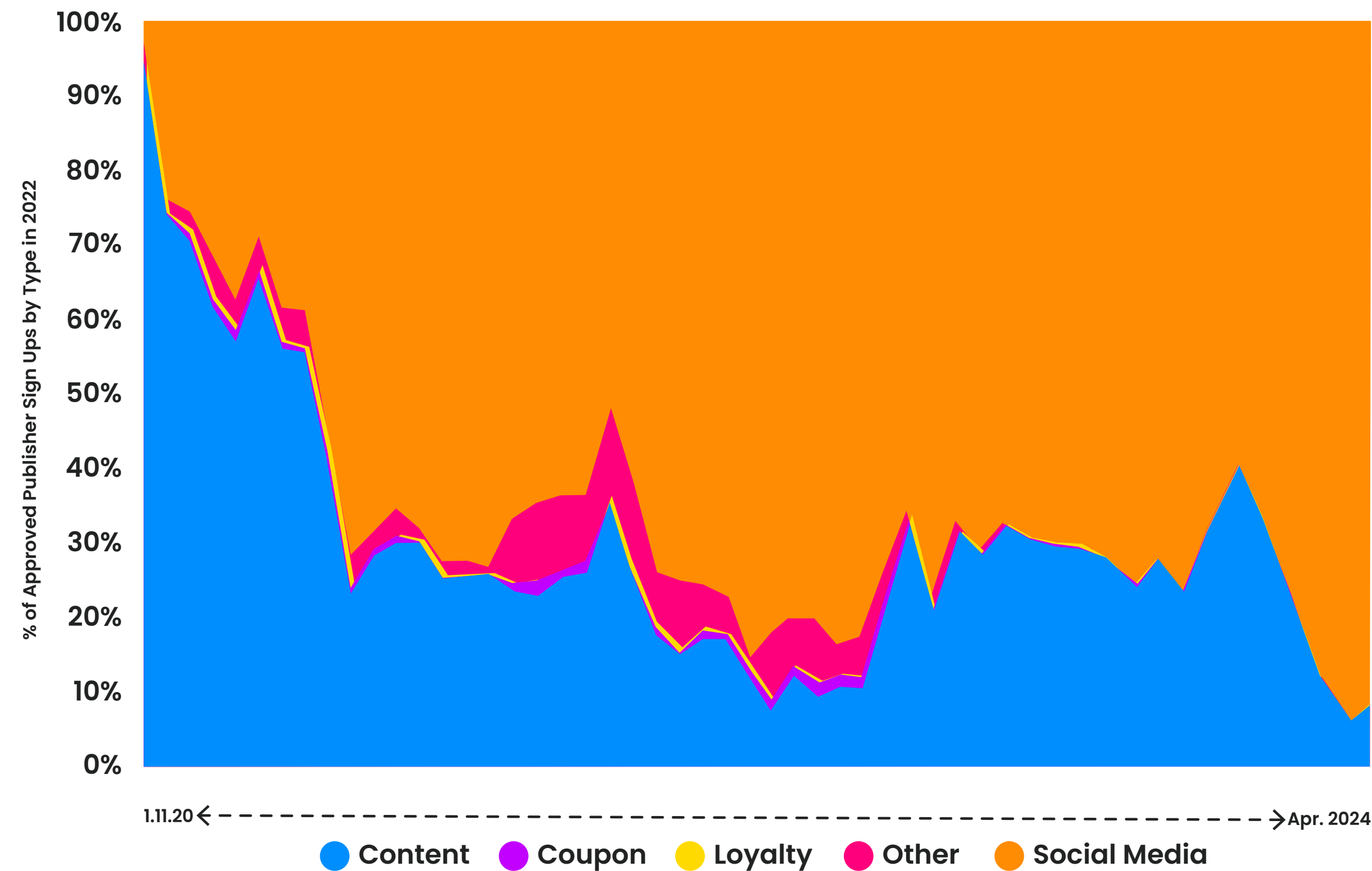


+21%

Partner applications saw a 21% increase YoY in April 2024, the highest it's been in 2024.

% of approved publisher sign ups by type

14

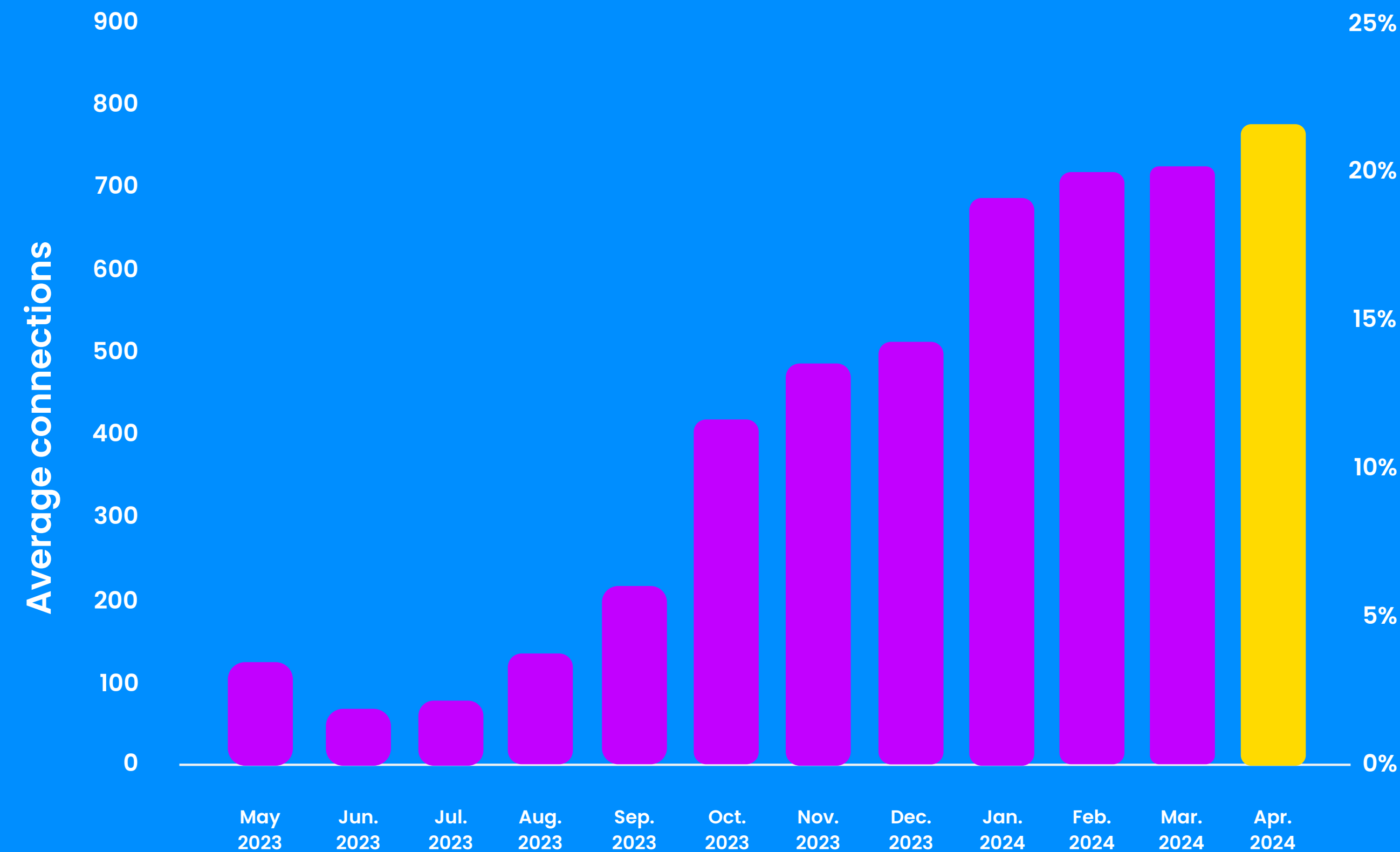


Social media and content partners make up the majority of new publishers joining the Ascend platform.

The trends have remained pretty consistent throughout the past year.

Advertiser-Partner connections

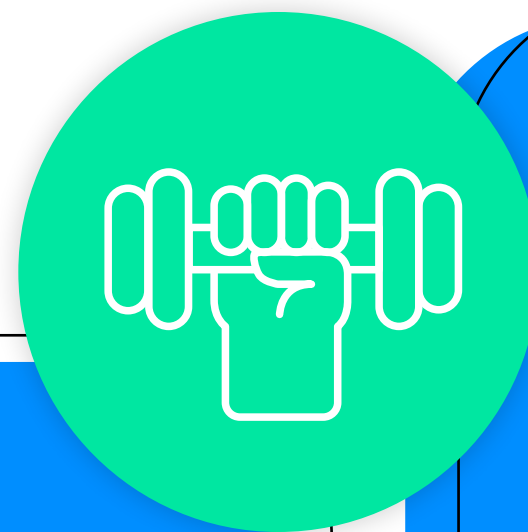
A connection between an advertiser and publisher is when the programs are joined.



21.7%

In the month of April, we saw a 21.7% increase YoY in the average number of connections per advertiser. The number of advertiser-publisher connections that are generating revenue in April 2024 is 20, down 2.7% YoY.

Insights by vertical.



YoY revenue share and revenue growth rate by vertical

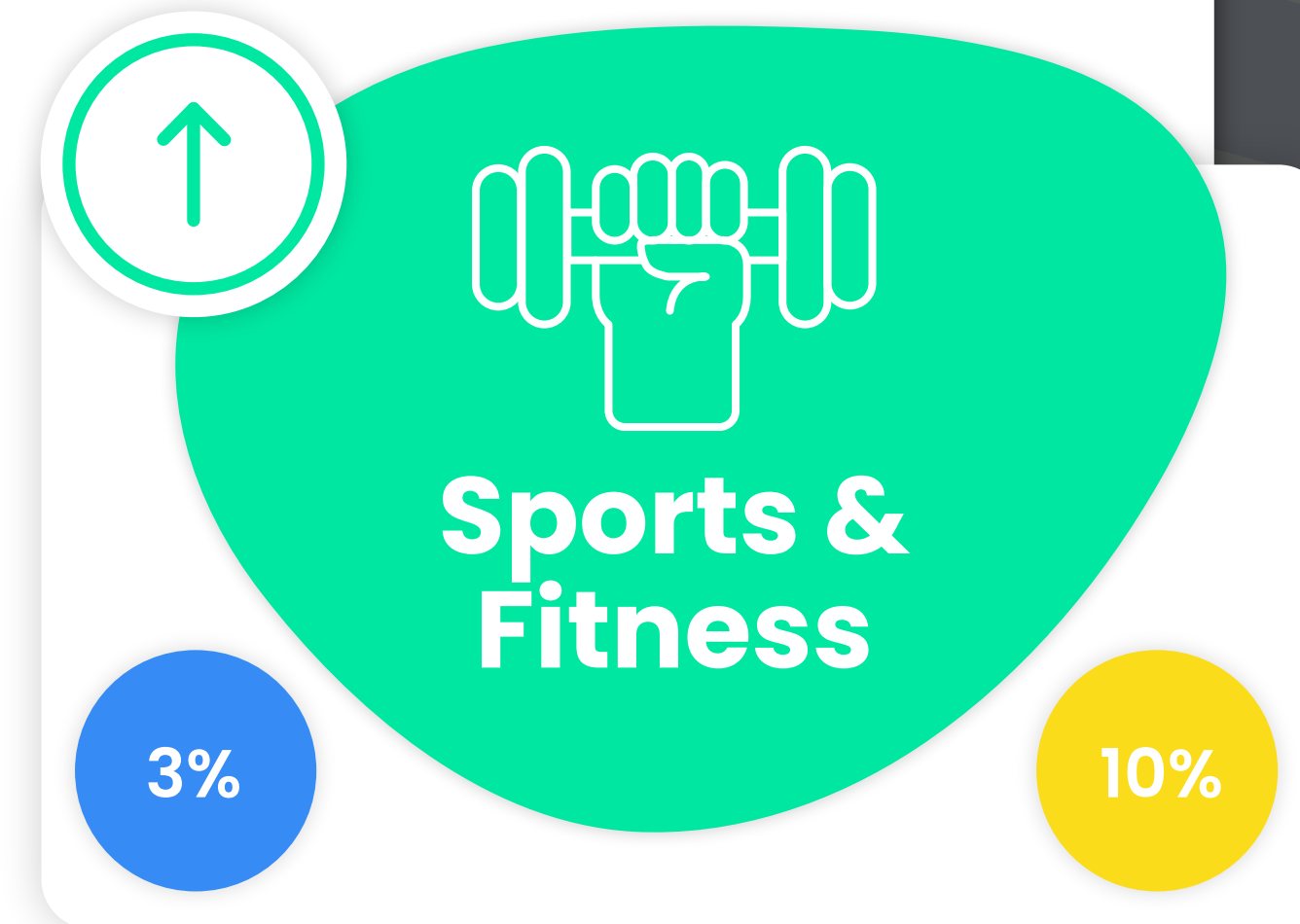
17

All data represents YoY growth for the end of April 2024

Revenue Growth YoY



Revenue share YoY



YoY revenue share and revenue growth rate by vertical

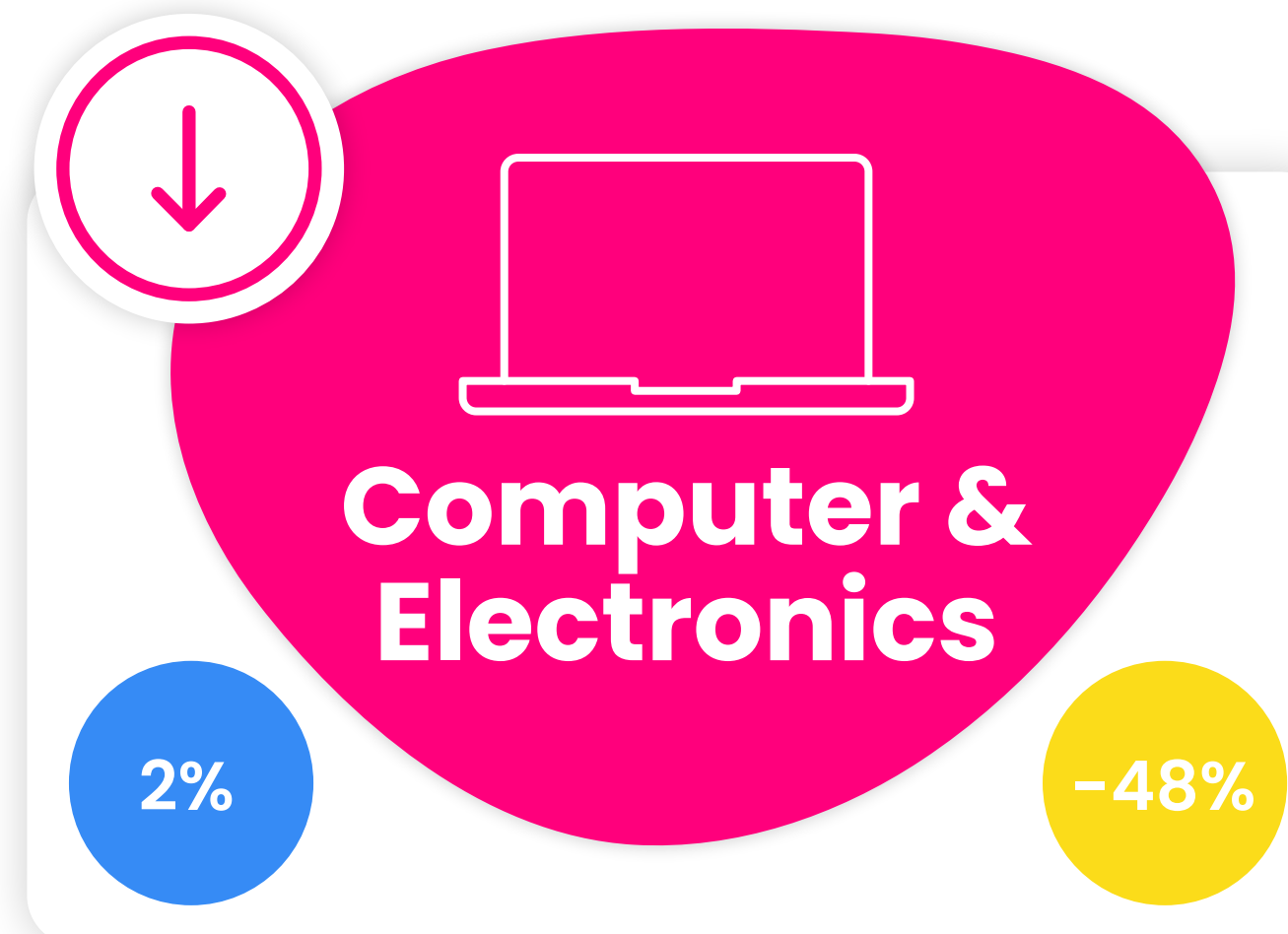
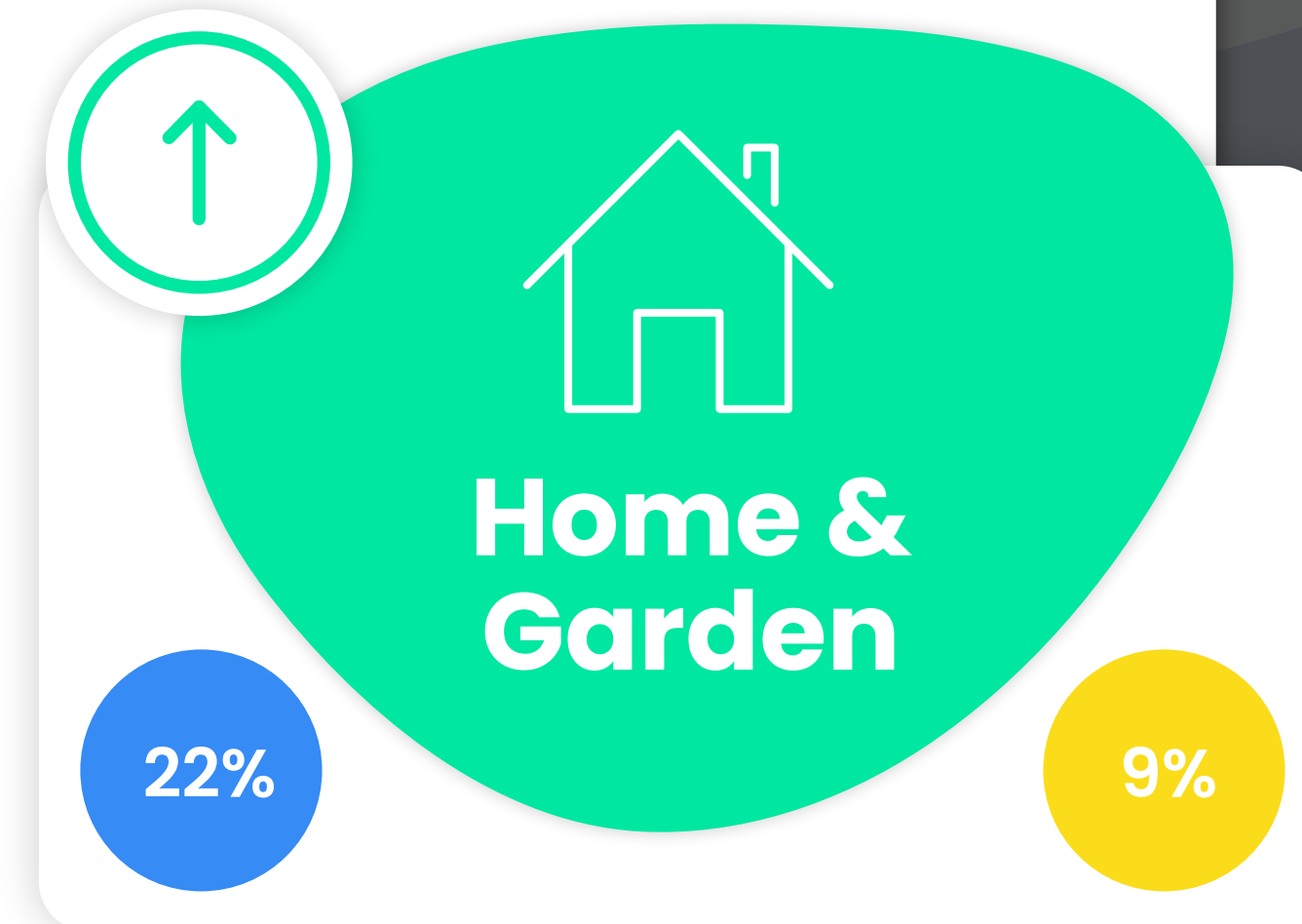
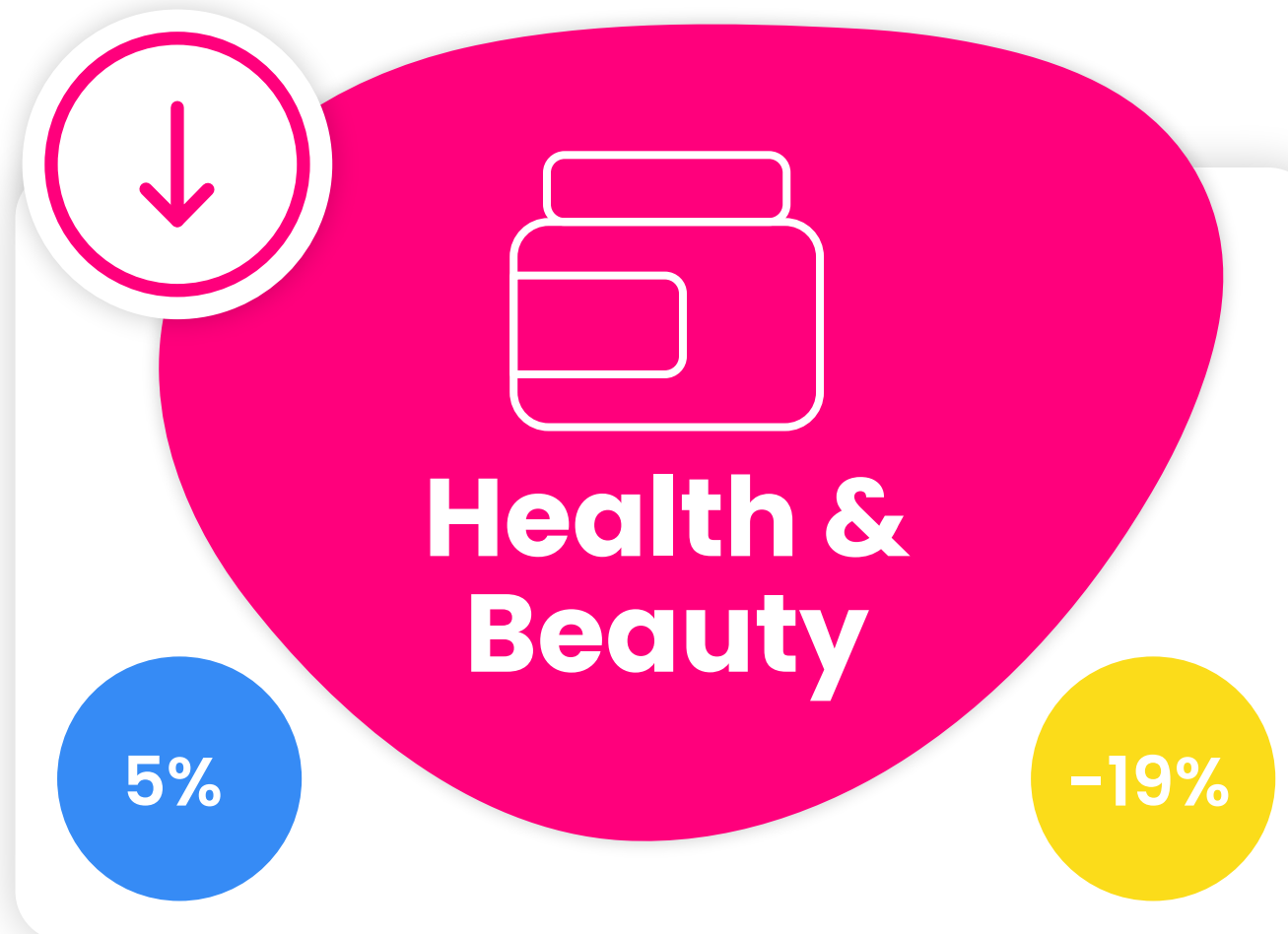
18

All data represents YoY growth for the end of April 2024

Revenue Growth YoY



Revenue share YoY

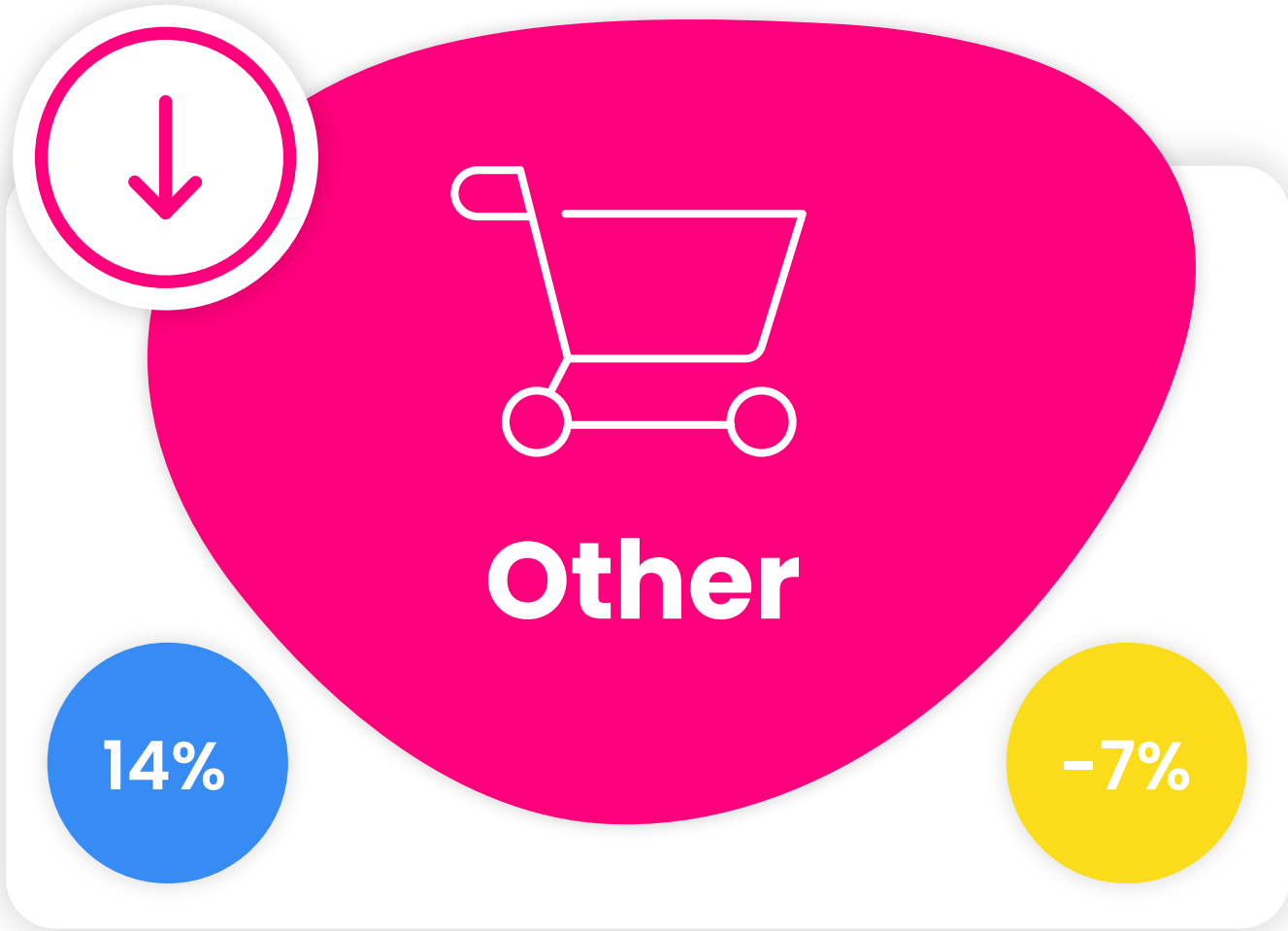


YoY revenue share and revenue growth rate by vertical

All data represents YoY growth for the end of April 2024

Revenue share YoY

Revenue Growth YoY





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with a Partnerize expert?

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contact@partnerize.com