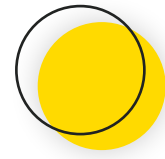




Partnerize

U.S. Retail Affiliate Marketing Sales Index

Updated through December 31st, 2024



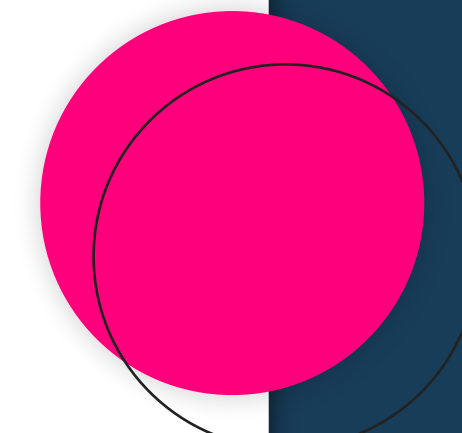
Introduction

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.

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Revenue growth, by vertical, through December 2024

Health & Beauty



+89% YoY

Accessories & Jewelry



+53% YoY

Home & Garden



+16% YoY

Clothing & Apparel



+15% YoY

Sports & Fitness



+15% YoY

Computers & Electronics



+9% YoY



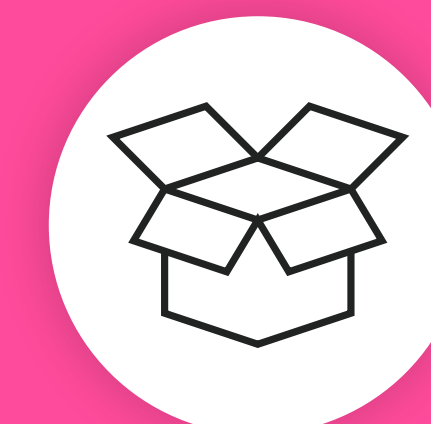
**Food & Drink
+62% YoY**

Other



-4% YoY

Gifts & Flowers

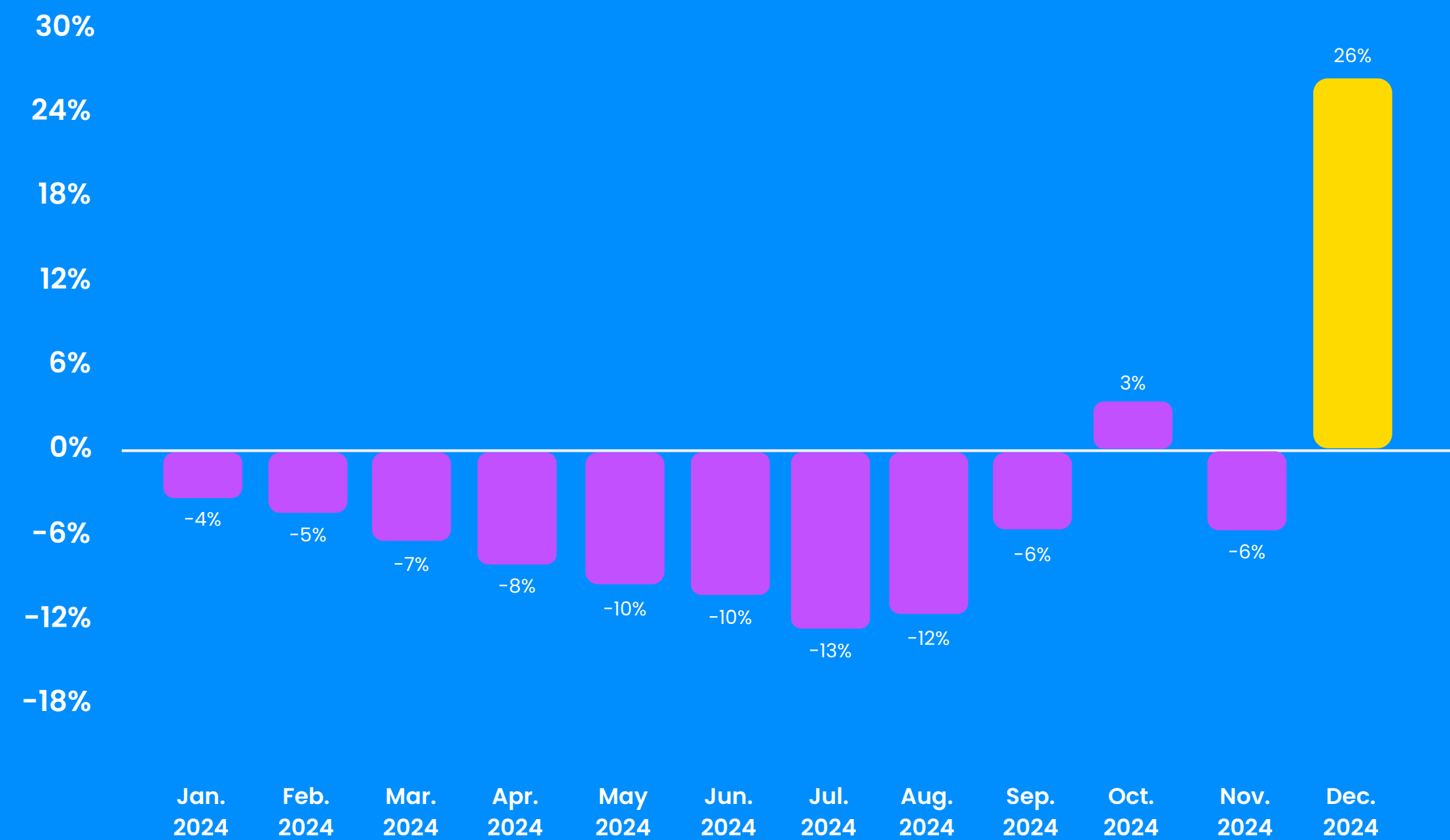


-16% YoY

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

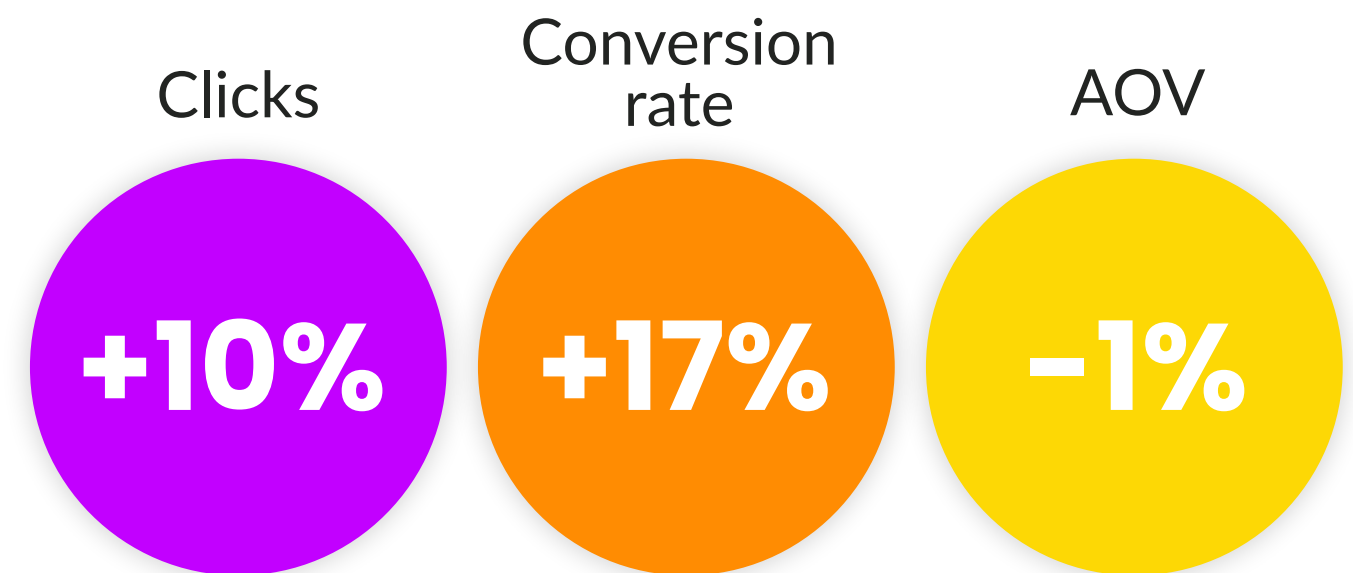
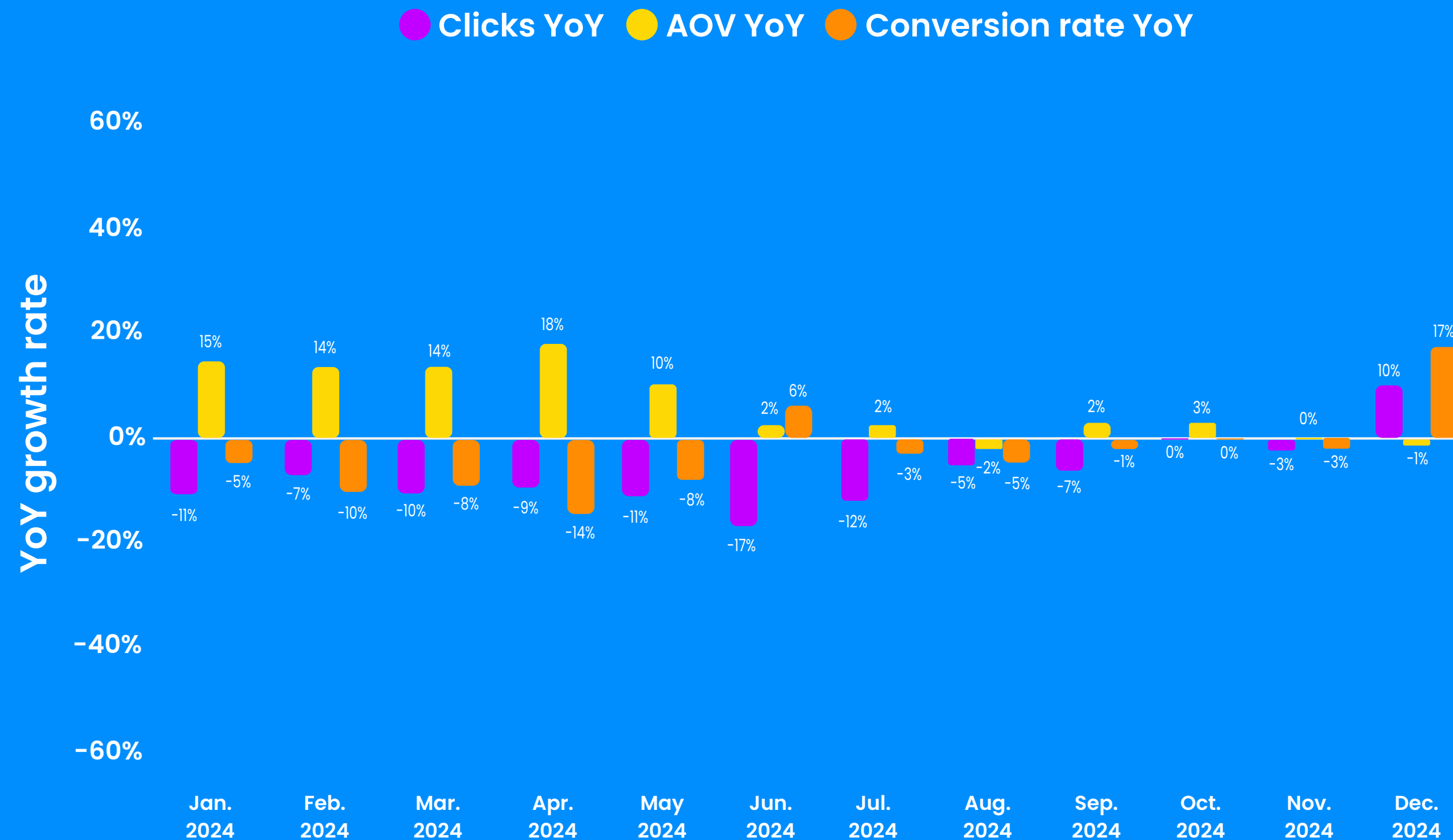
Gross Revenue YoY Growth



+26%

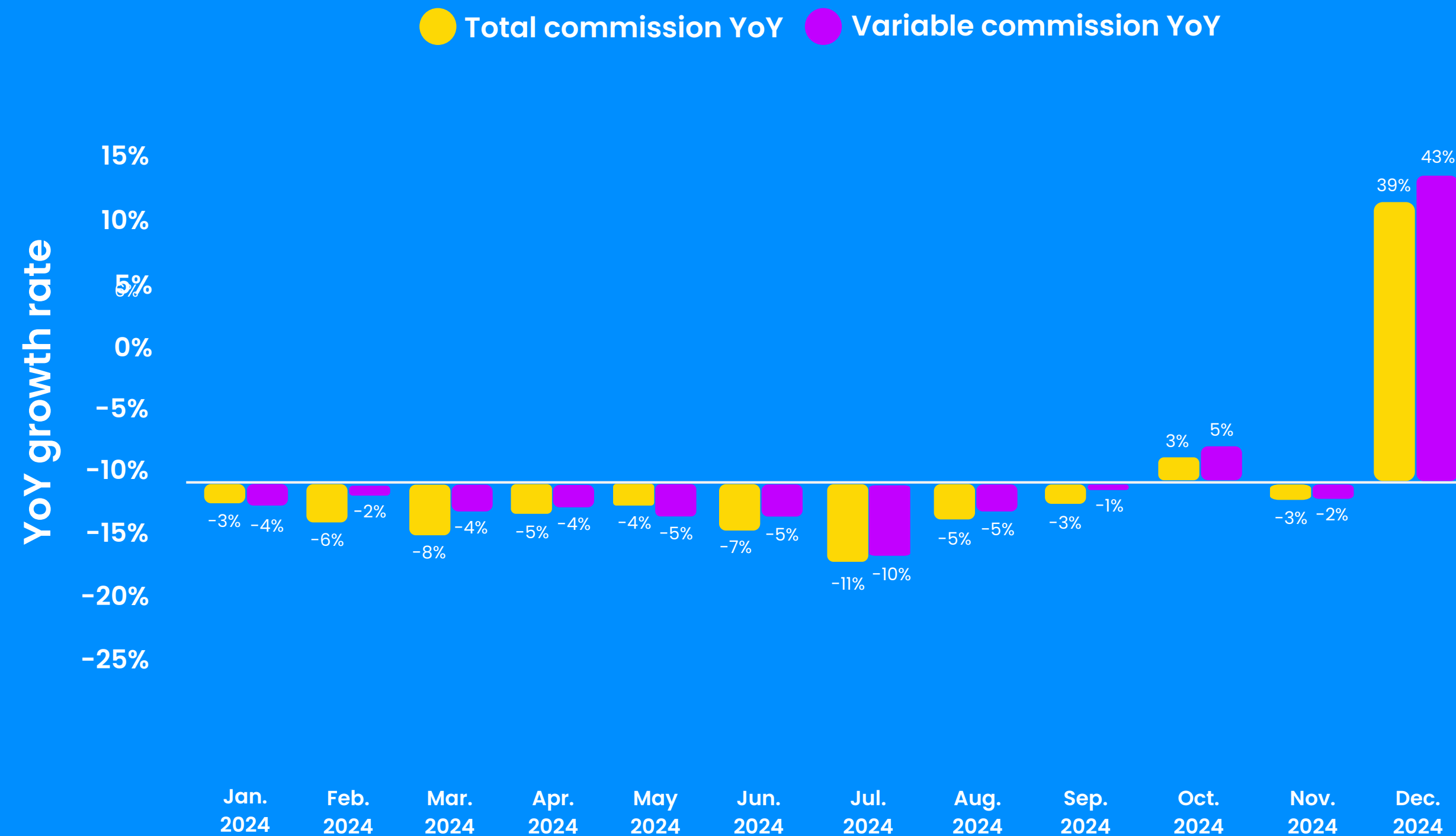
Gross revenue has increased 26% YoY in December 2024.

Drivers of monthly revenue growth



In December 2024, there was an increase in revenue and it was made up by a 10% increase in clicks, a 17% increase in conversion rate, and a 1% decrease in average order value (AOV).

Monthly commission trends



+39%

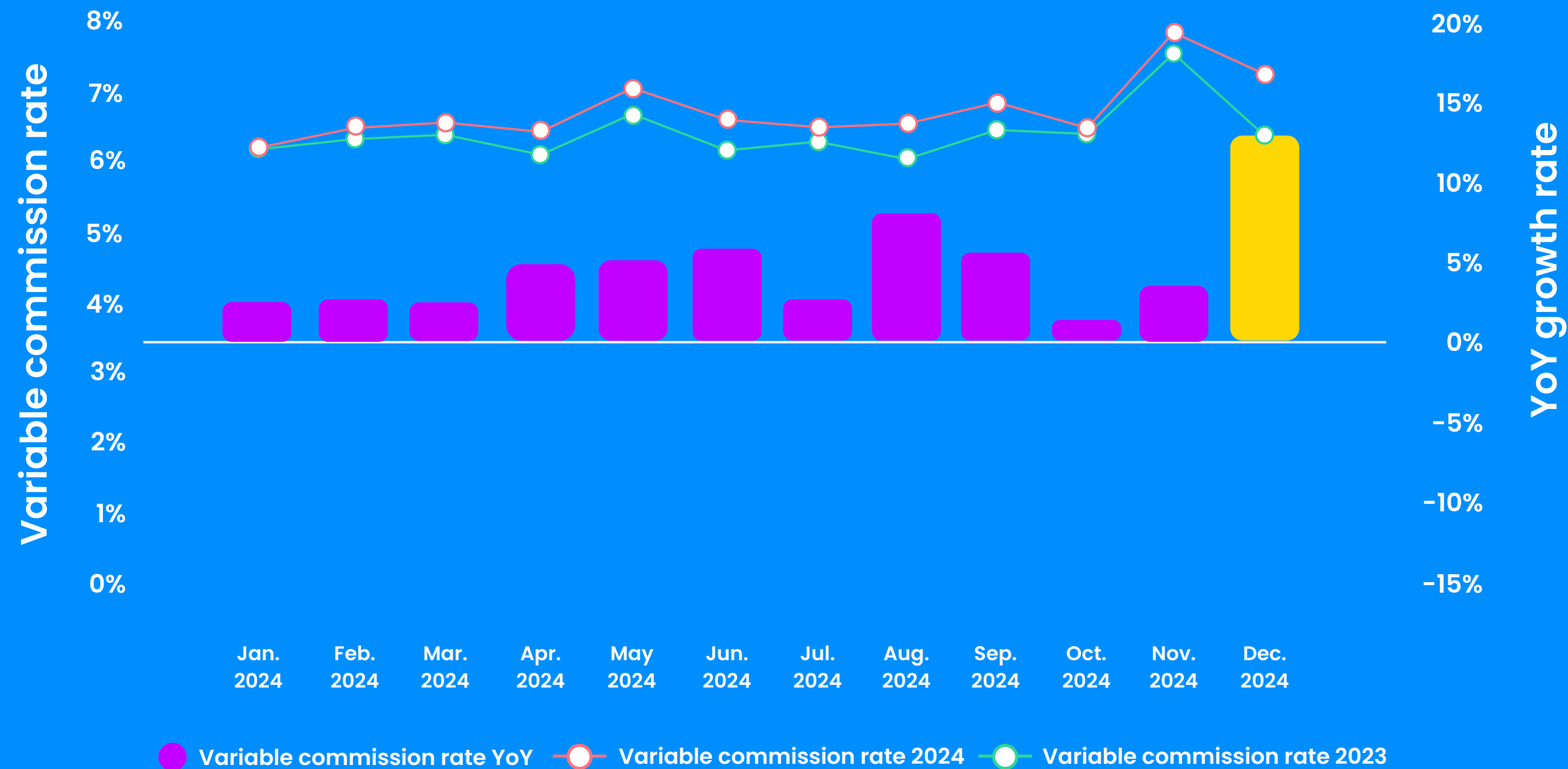
+43%

In December 2024, variable commission is up 43%, and total commission is up 39%.

- 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

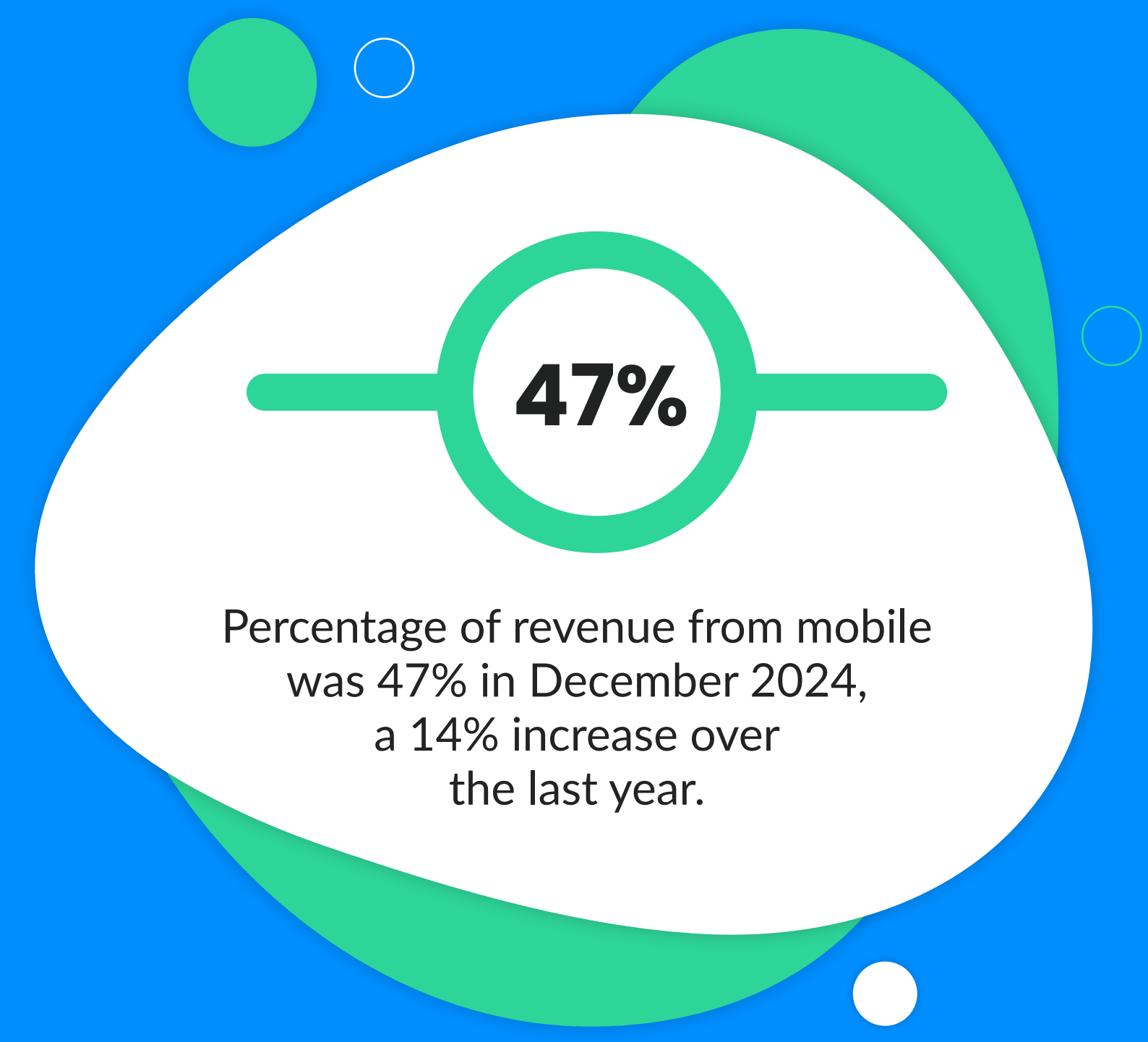
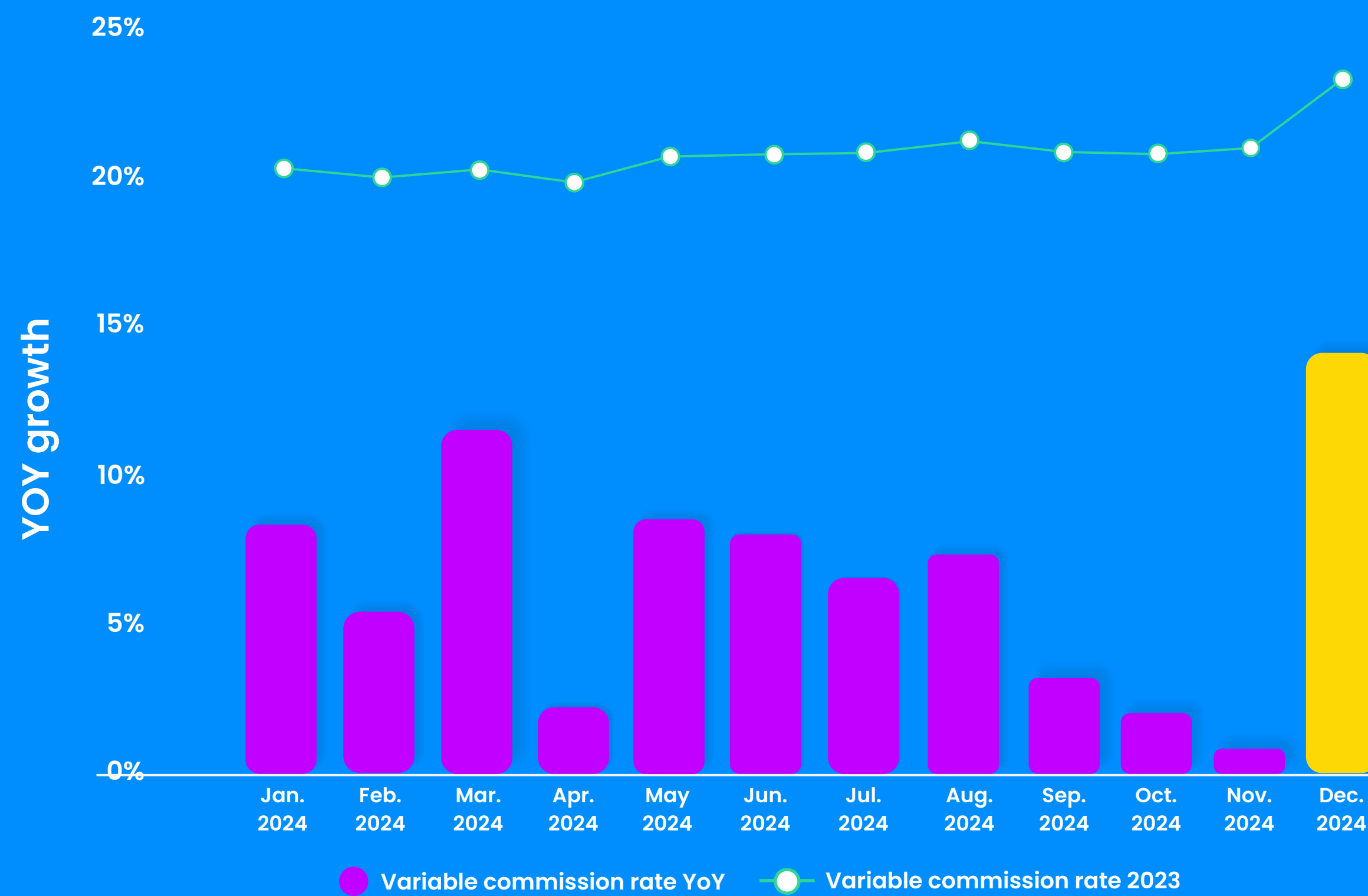


7.2%

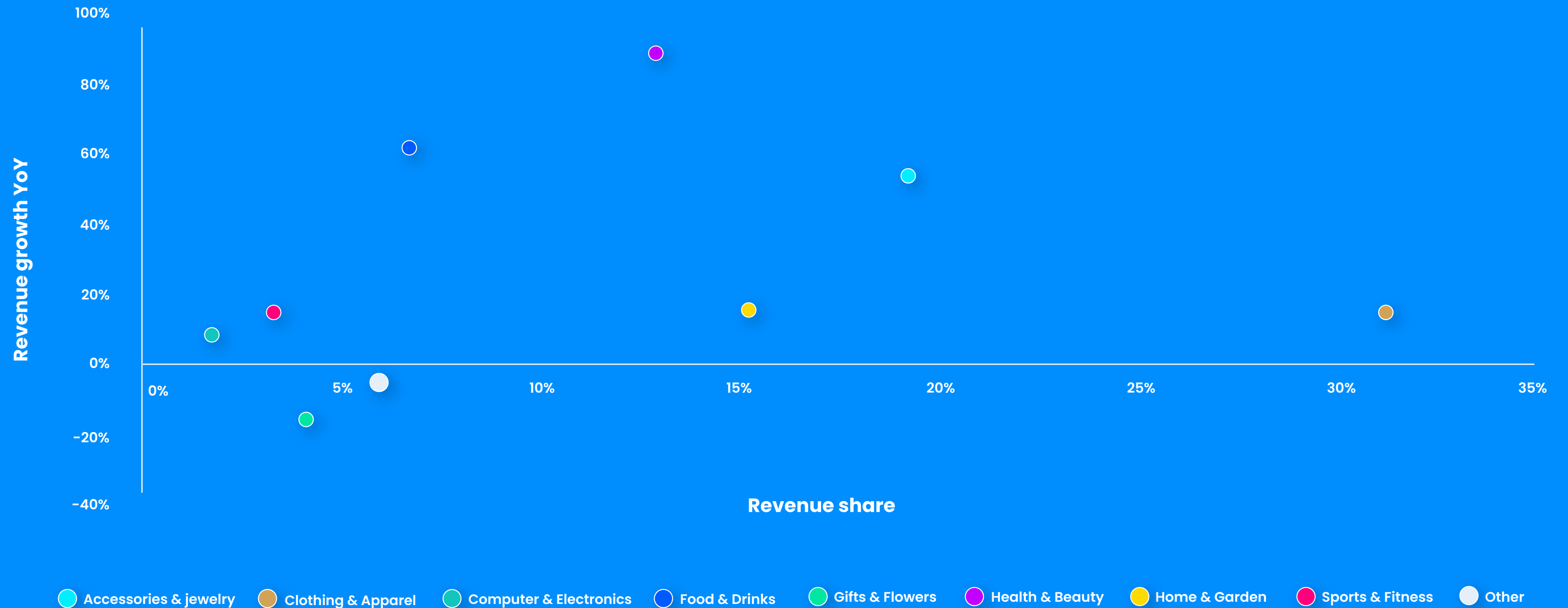
Variable commission rates in December 2024 were at 7.2%, a 13% increase from December of 2023.

Monthly mobile revenue share

% of revenue from mobile



Revenue growth by advertiser vertical



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 new customer revenue share

% of revenue from new customers

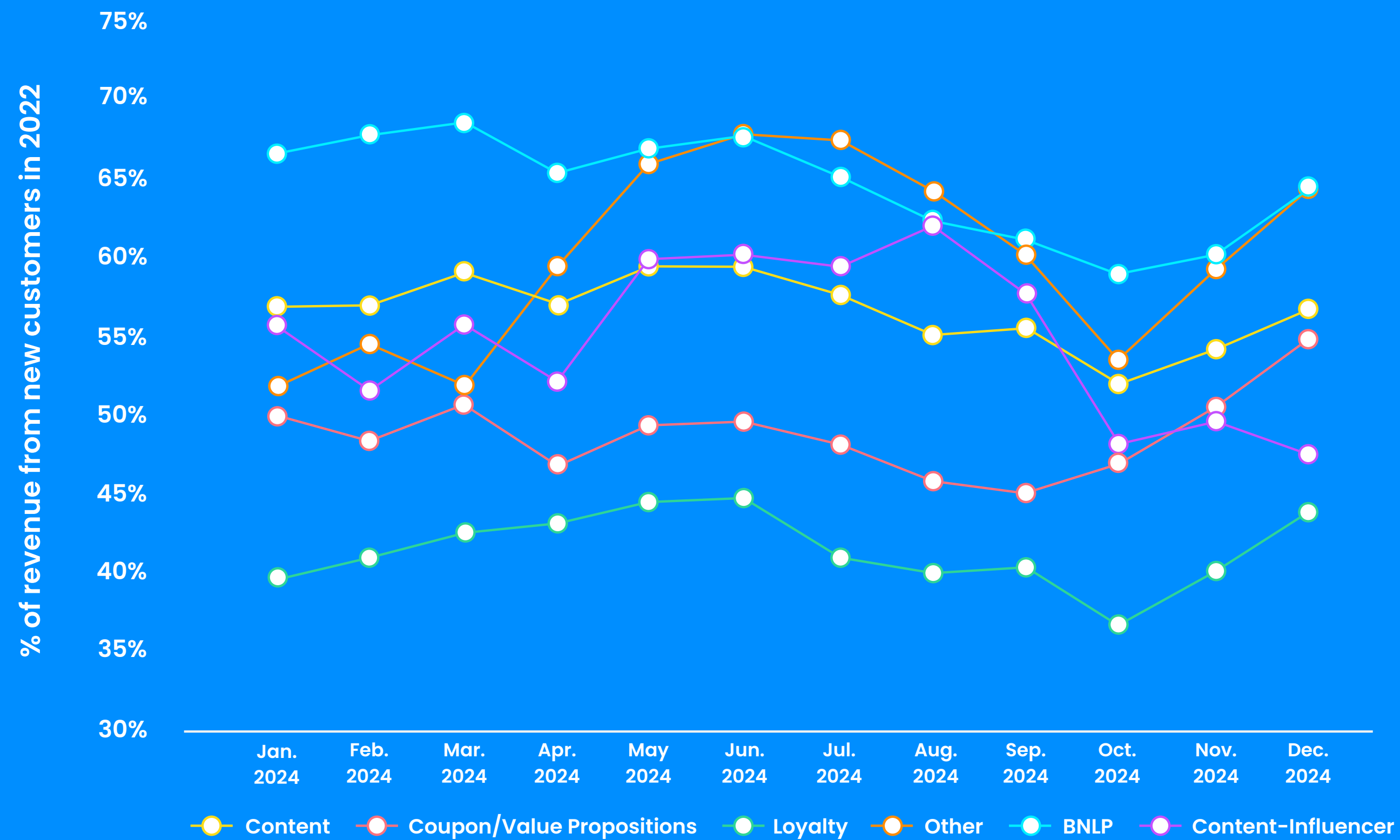


51%

In December 2024, the percentage of revenue acquired from new customers is 51%, a 7% YoY decrease.

New customer revenue by publisher category

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



60.23%

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

Content-Influencer: 47.50%
 Other: 64.26% Content: 56.77%
 Coupon: 54.88% Loyalty: 43.70%
 BNPL: 64.38%



A better way to partner.

Interested in learning more
with a Partnerize expert?

Contact us at

contact@partnerize.com