





# 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 2025.

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 February 2026



Home & Garden  
**+2%**



Food & Drink  
**-3%**



Clothing & Apparel  
**+29%**



Gifts & Flowers  
**-86%**



Sports & Fitness  
**-19%**



Health & Beauty  
**-87%**



Computers & Electronics  
**-16%**



Accessories & Jewelry  
**-30%**



Other  
**-2%**

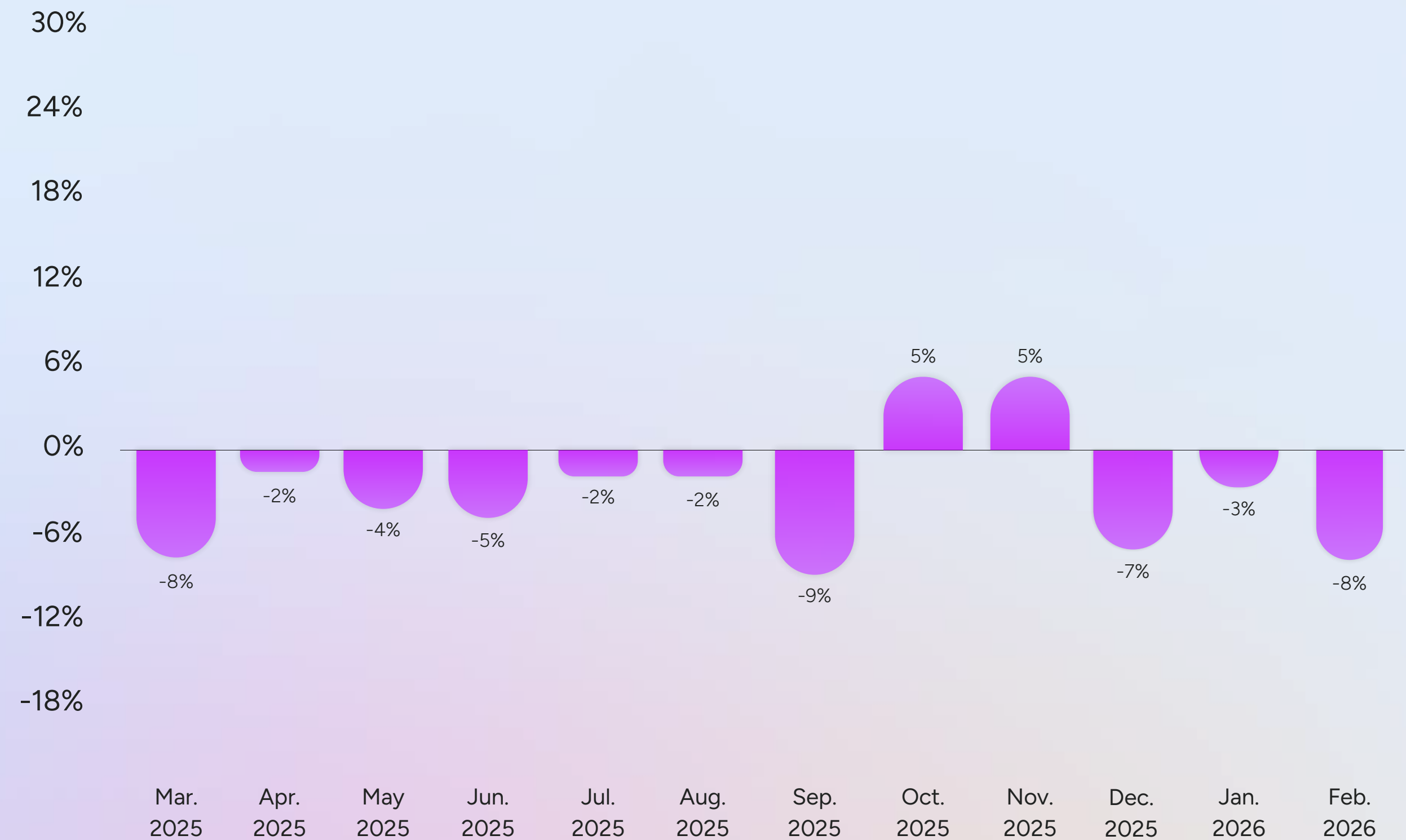
The "Other" category consists of the following verticals: Phonecard Services, Travel, Business, Art/Photo/Music, Shops/Malls, Books/Media, Family, Pets, Smoking & Tobacco, Education, Baby, Adult, Hunting & Firearms, Insurance, Automotive, Entertainment, Medical, Games & Toys, Commerce, Web Services,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

# Monthly revenue trends

-3%

Gross revenue has decreased by 8% YoY in February 2026.

Gross revenue YoY growth



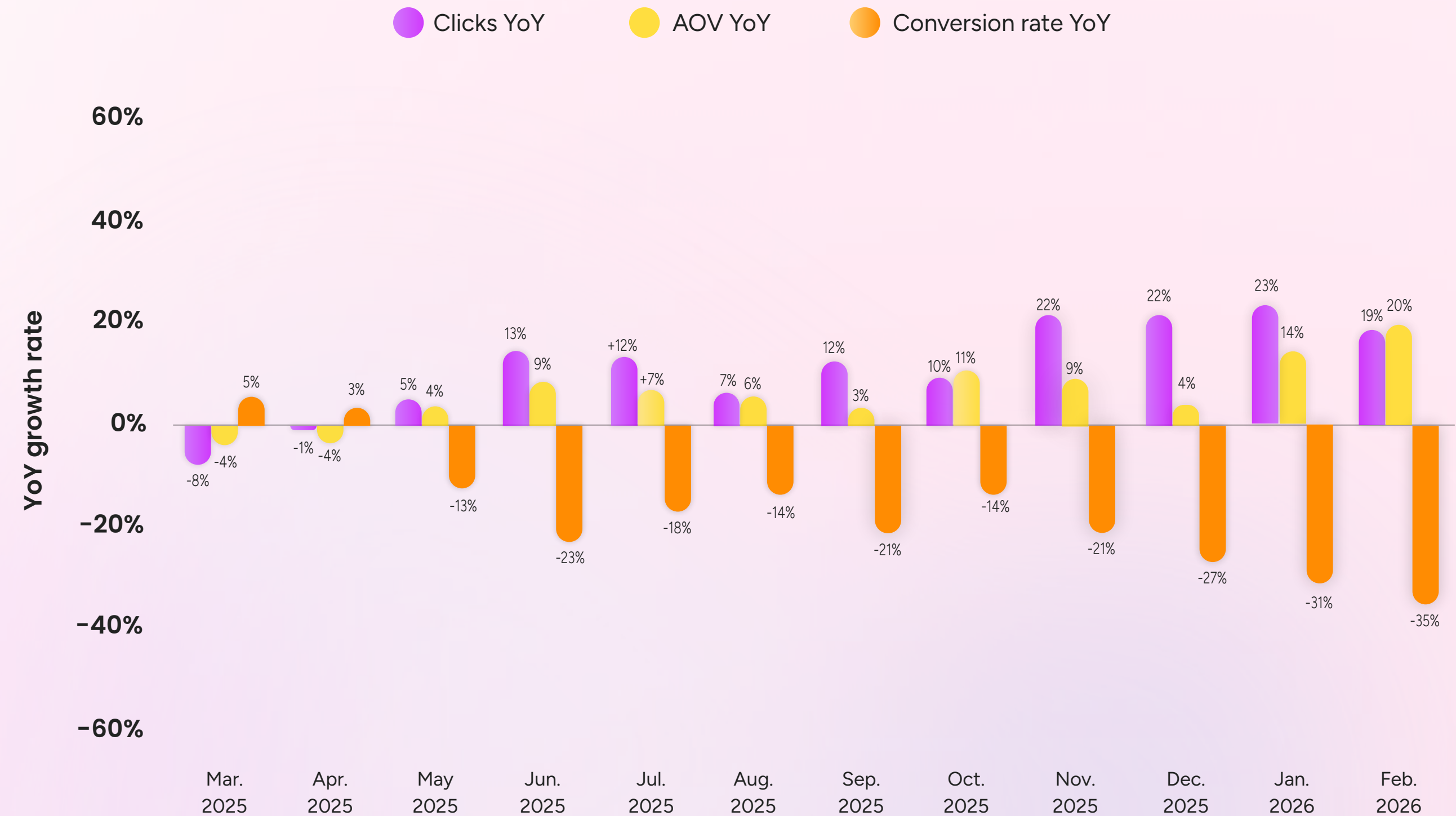
# Drivers of monthly revenue growth

**+20%**  
AOV

**+19%**  
Clicks

**-35%**  
Conversion rate

In February 2026, there was a decrease in revenue and it was made up by an increase in clicks (19%), a decrease in conversion rate (35%) and increase in AOV (20%).

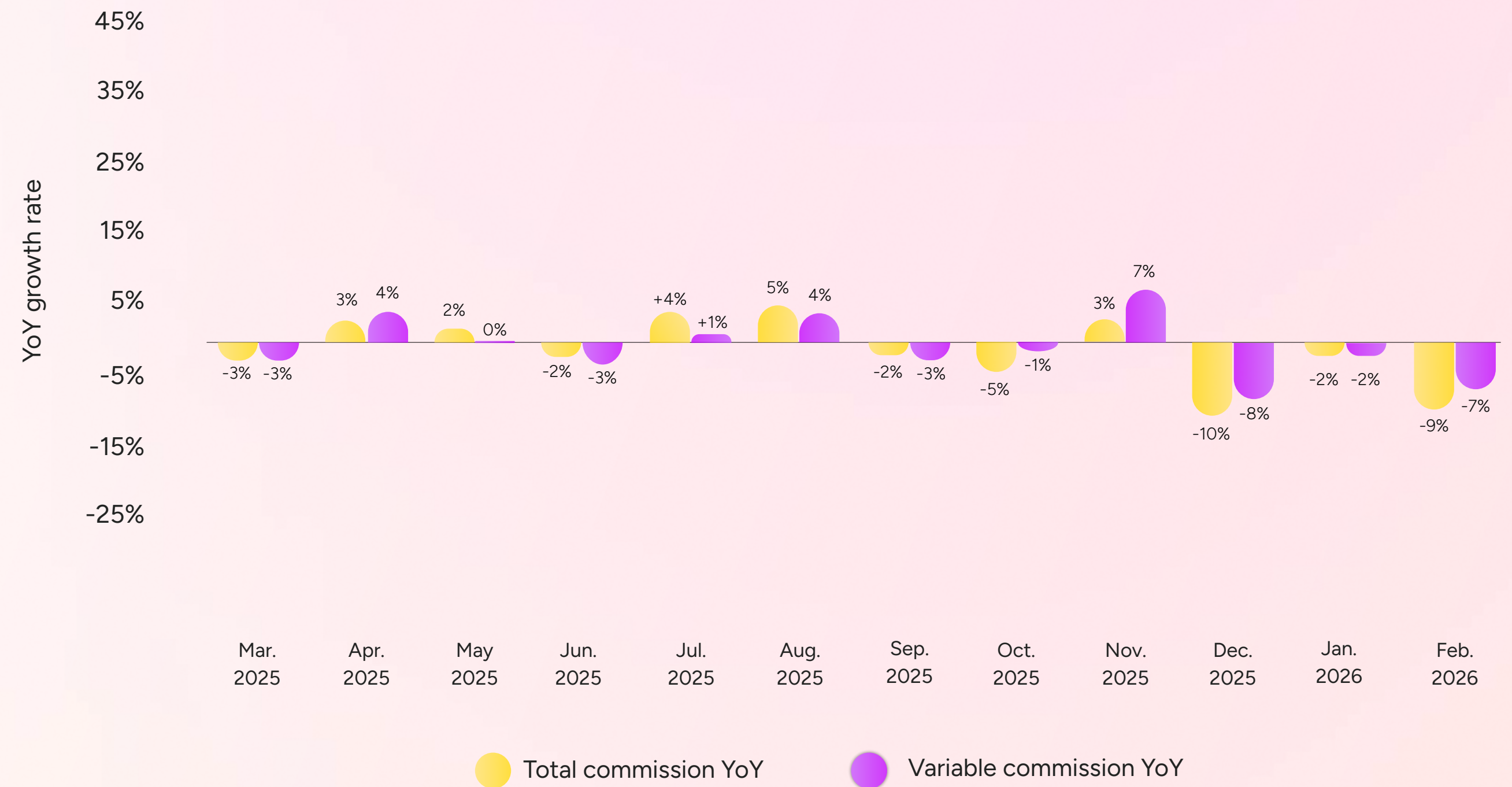


# Monthly commission trends

**-9%**      **-7%**



In February 2026 variable commission decreased 7%, and total commission is down 9%.



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

**7.2%**

Variable commission rates in February 2025 were at 7.2%, a 1% increase from February of 2025.



# Monthly mobile revenue share

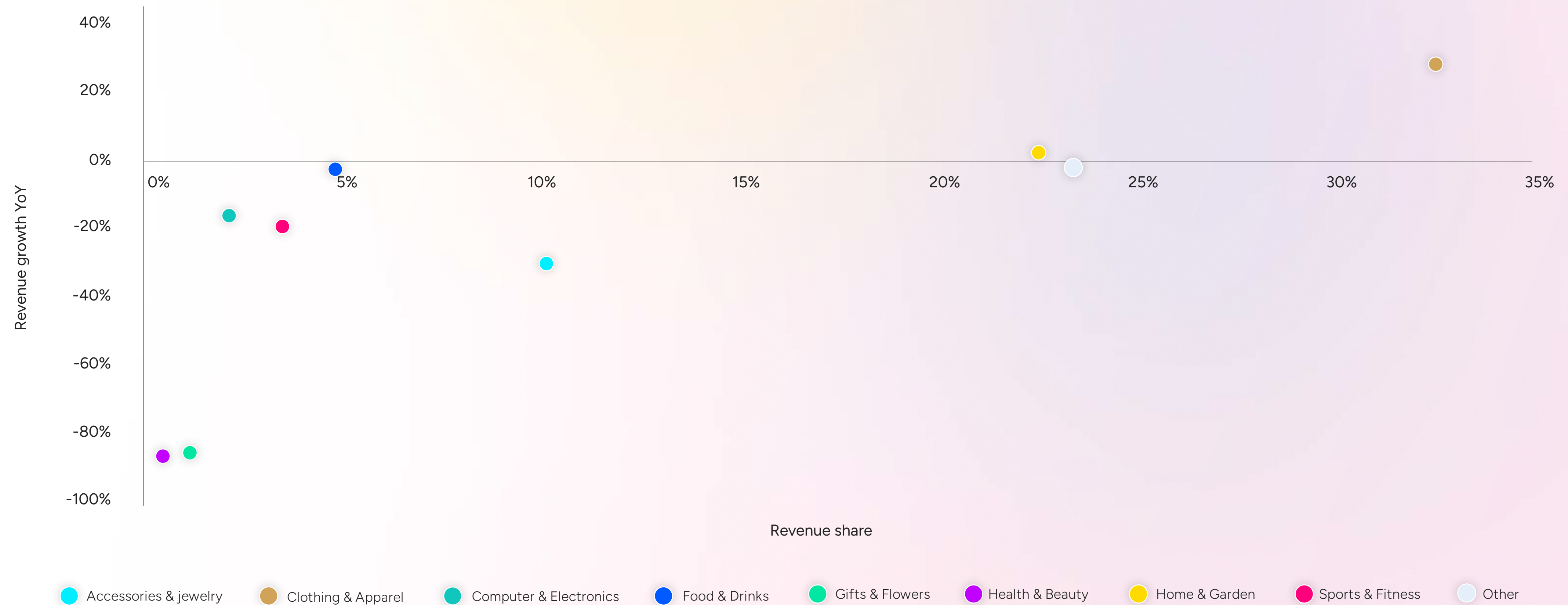
49%

Percentage of revenue from mobile was 49% in February 2026, a 10% increase over the last year.

% 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

**43%**

In February 2026, the percentage of revenue acquired from new customers is 43%, a 4% YoY decrease.

### % of revenue from new customers



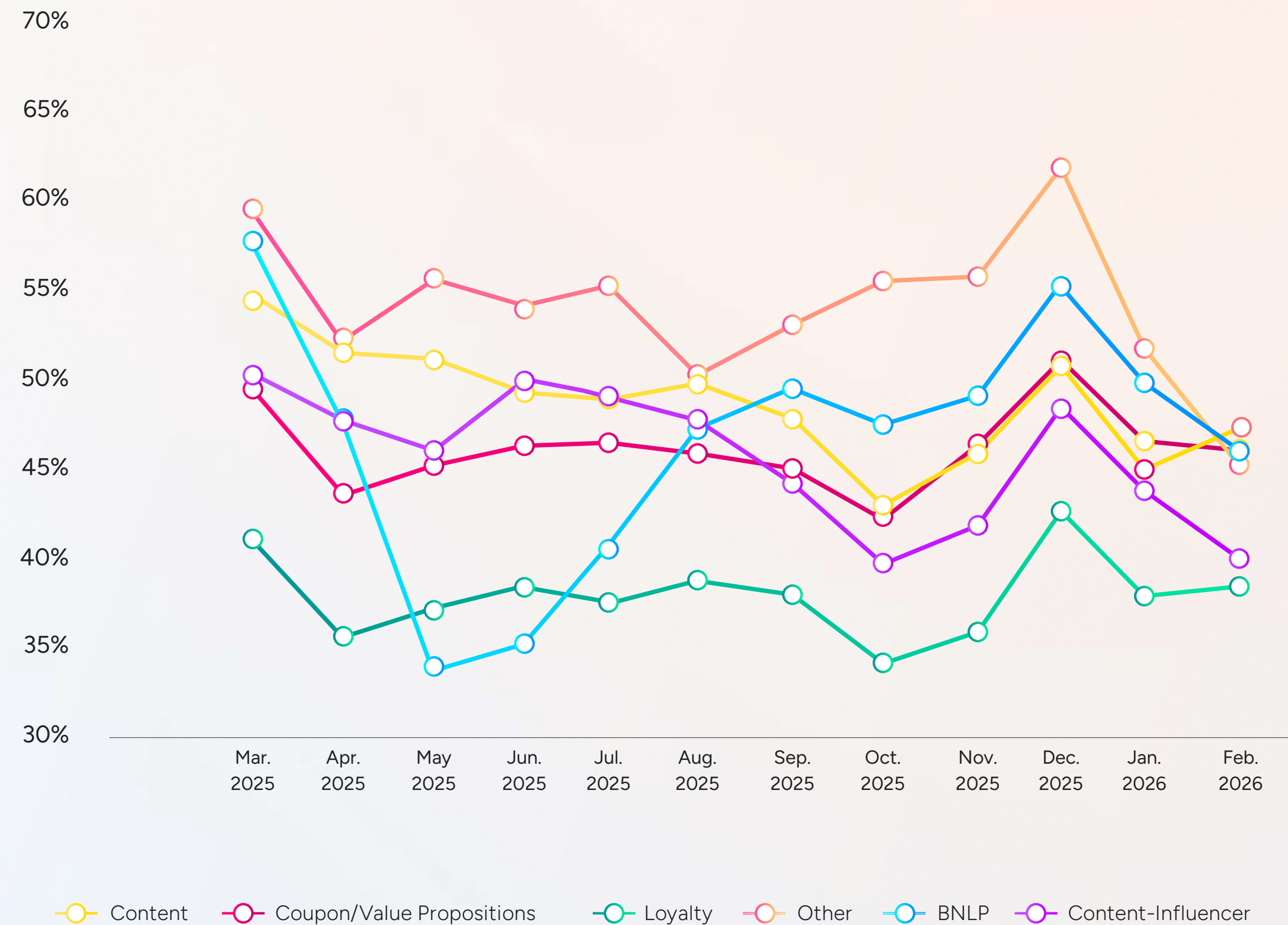
# New customer revenue by publisher category

**47%**

The February 2026 percentage of revenue from new customers by partner category:

Content-Influencer: 40.06%  
 Other: 45.41%    Content: 47.44%  
 Coupon: 46.16%    Loyalty: 38.60%  
 BNPL: 46.27%

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





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