

Partnerize

U.S. Retail Affiliate Marketing Sales Index

Updated through January 31st, 2025



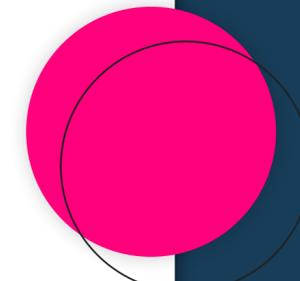
Introduction

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 2024.

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 January 2025

Food & Drink



+39% YoY

Accessories & Jewelry



+17% YoY

Health & Beauty



+13% YoY

Computers & Electronics



+3% YoY

Sports & Fitness



-8% YoY

Home & Garden



-9% YoY

Other



-10% YoY

Clothing & Apparel



-17% YoY

Gifts & Flowers

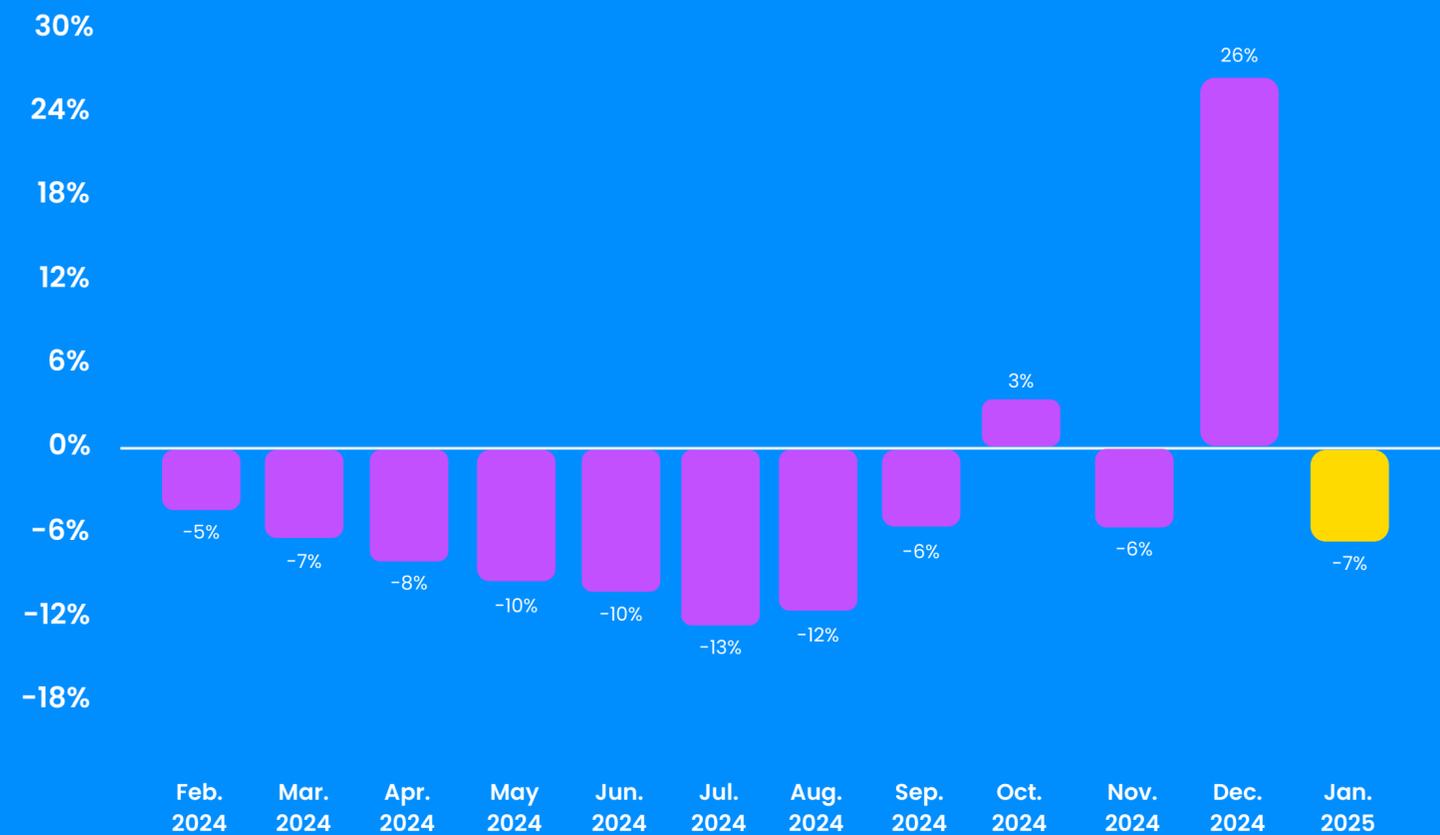


-23% YoY

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

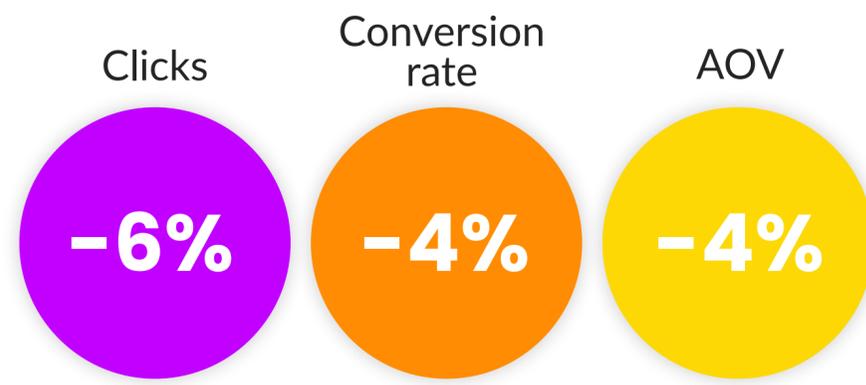
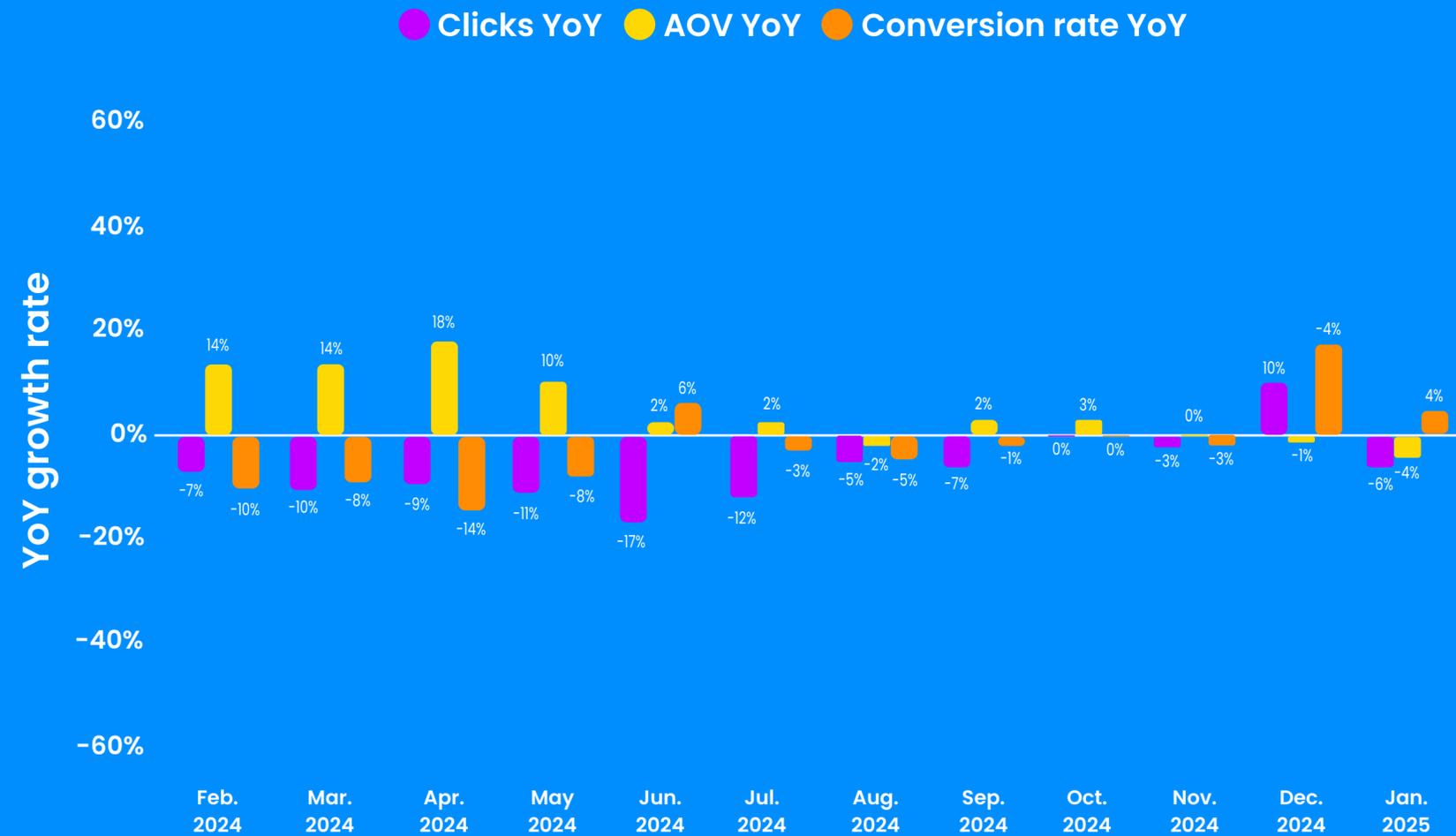
Gross revenue YoY growth



-7%

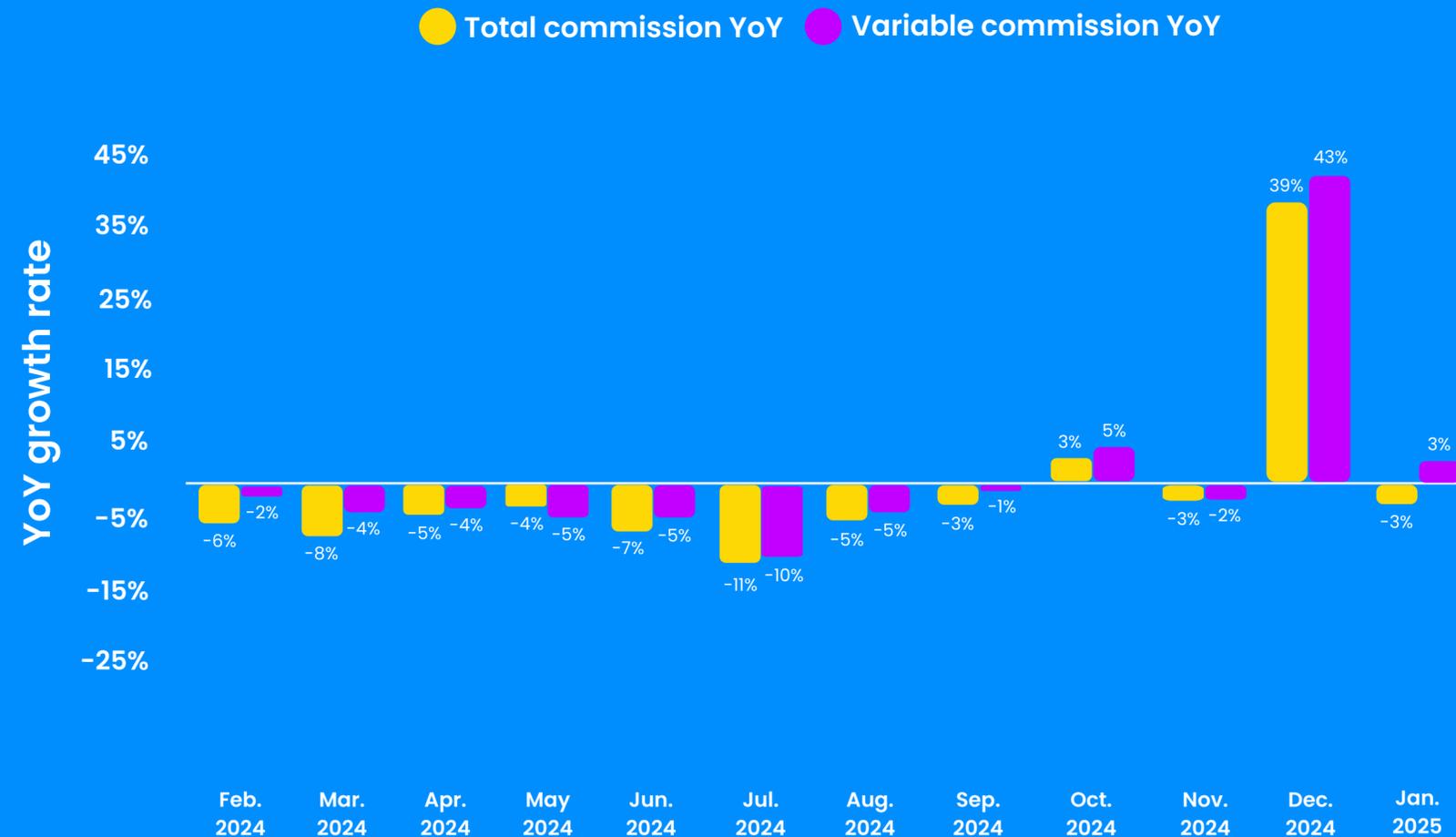
Gross revenue has decreased
7% YoY in January 2025.

Drivers of monthly revenue growth



In January 2025, there was a decrease in revenue and it was made up by a 6% decrease in clicks, a 4% decrease in conversion rate, and a 4% decrease in average order value (AOV).

Monthly commission trends



-3%

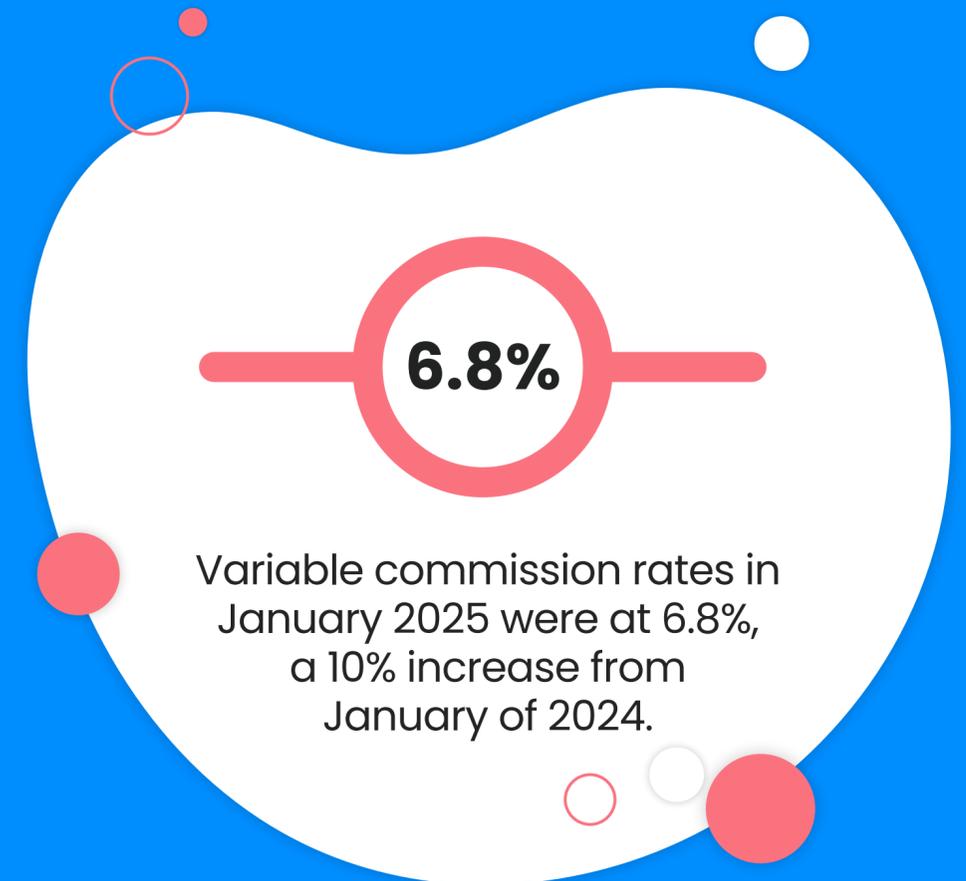
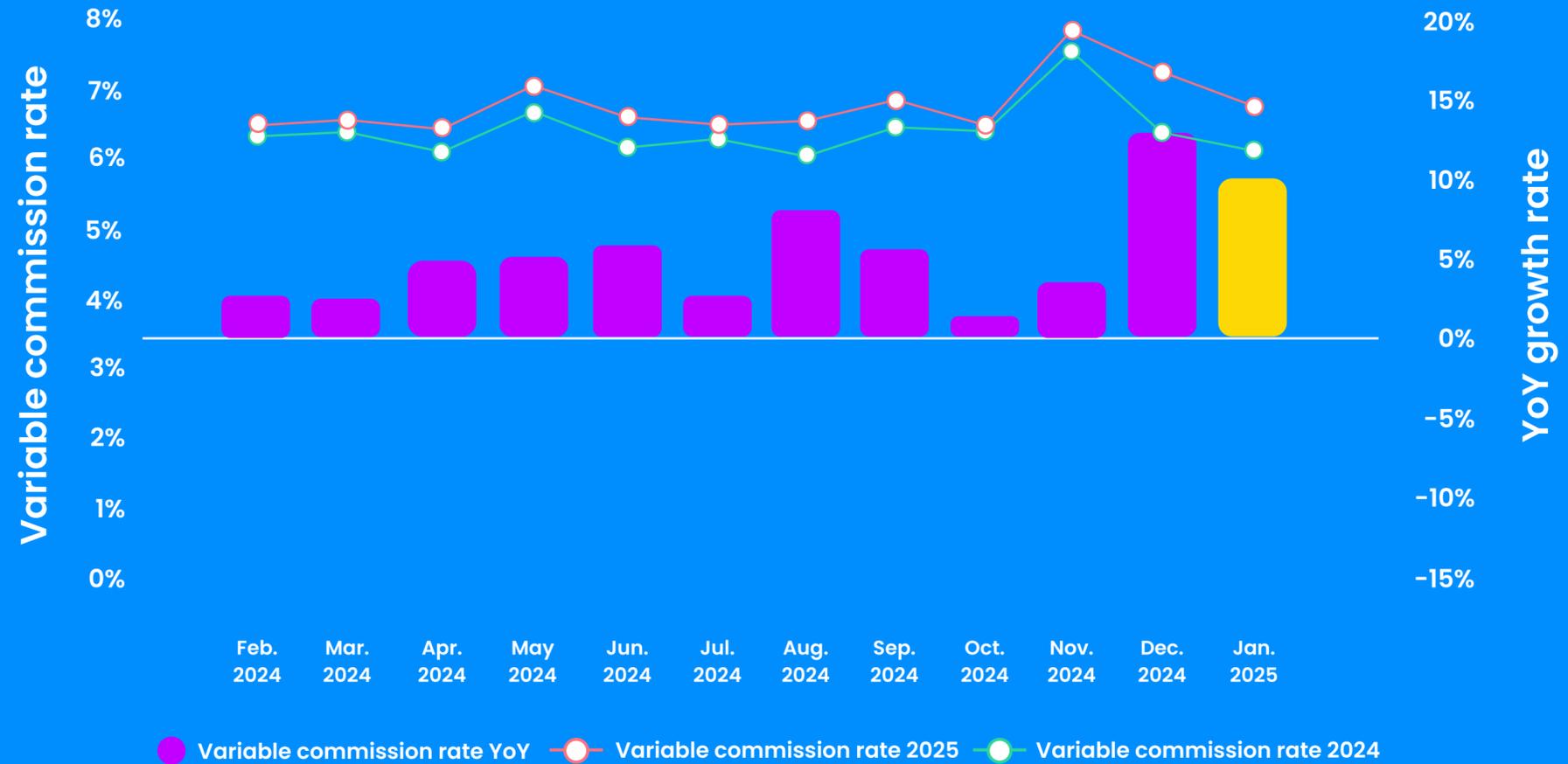
+3%

In January 2025, variable commission is up 3%, and total commission is down 3%.

- 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"

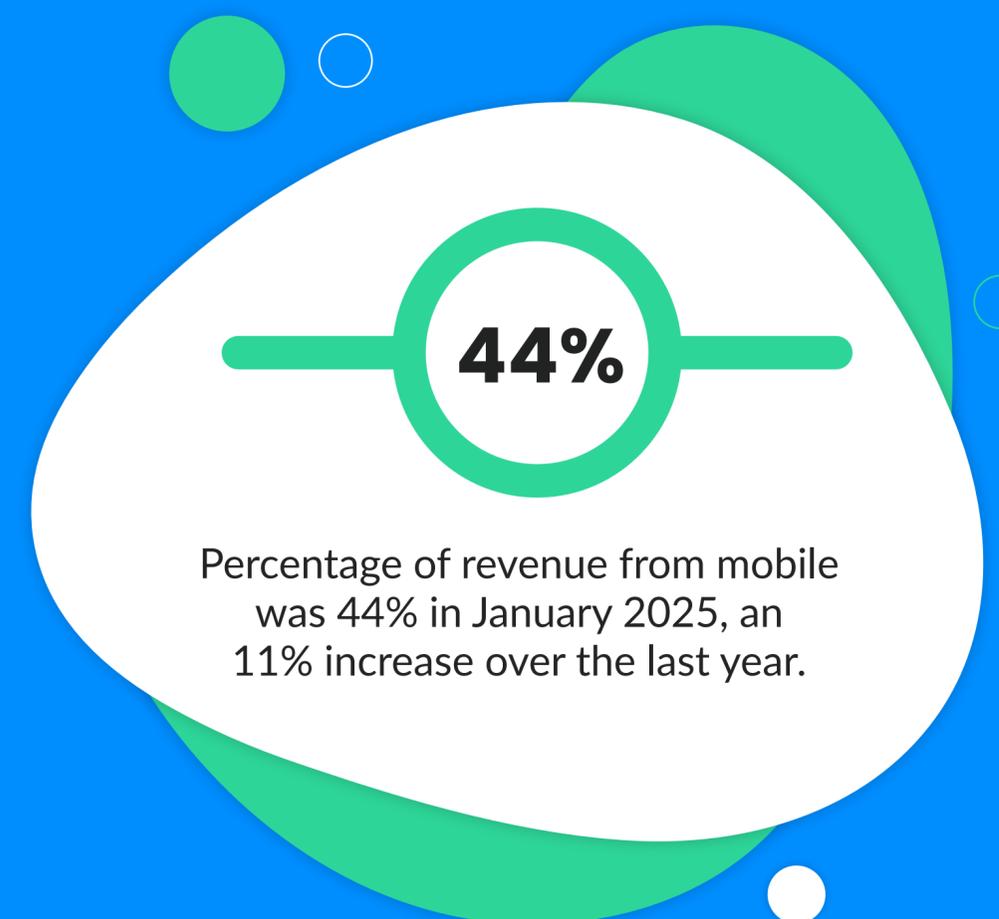
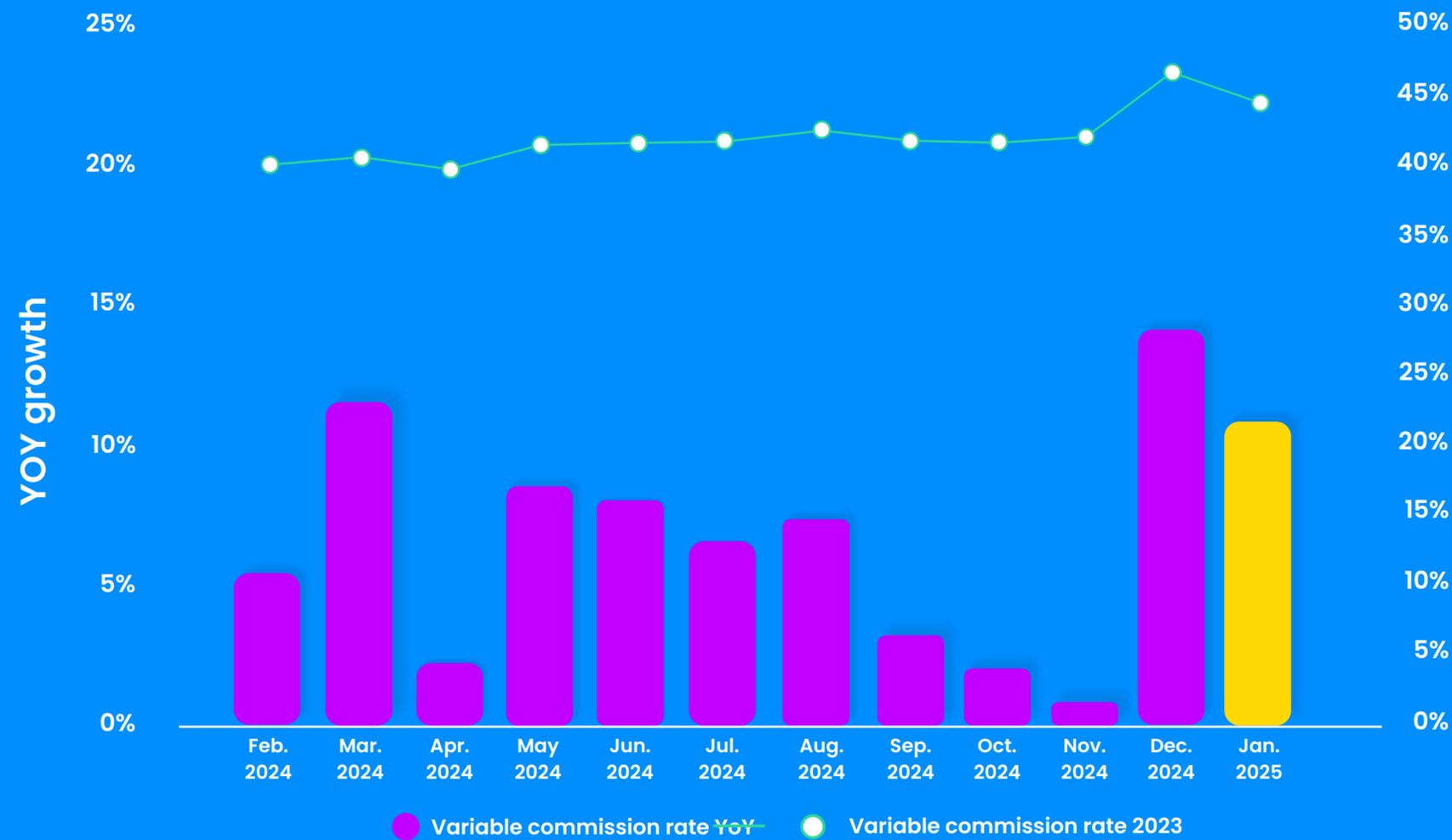
Monthly variable commission rates trends

Variable commission rate and growth YoY

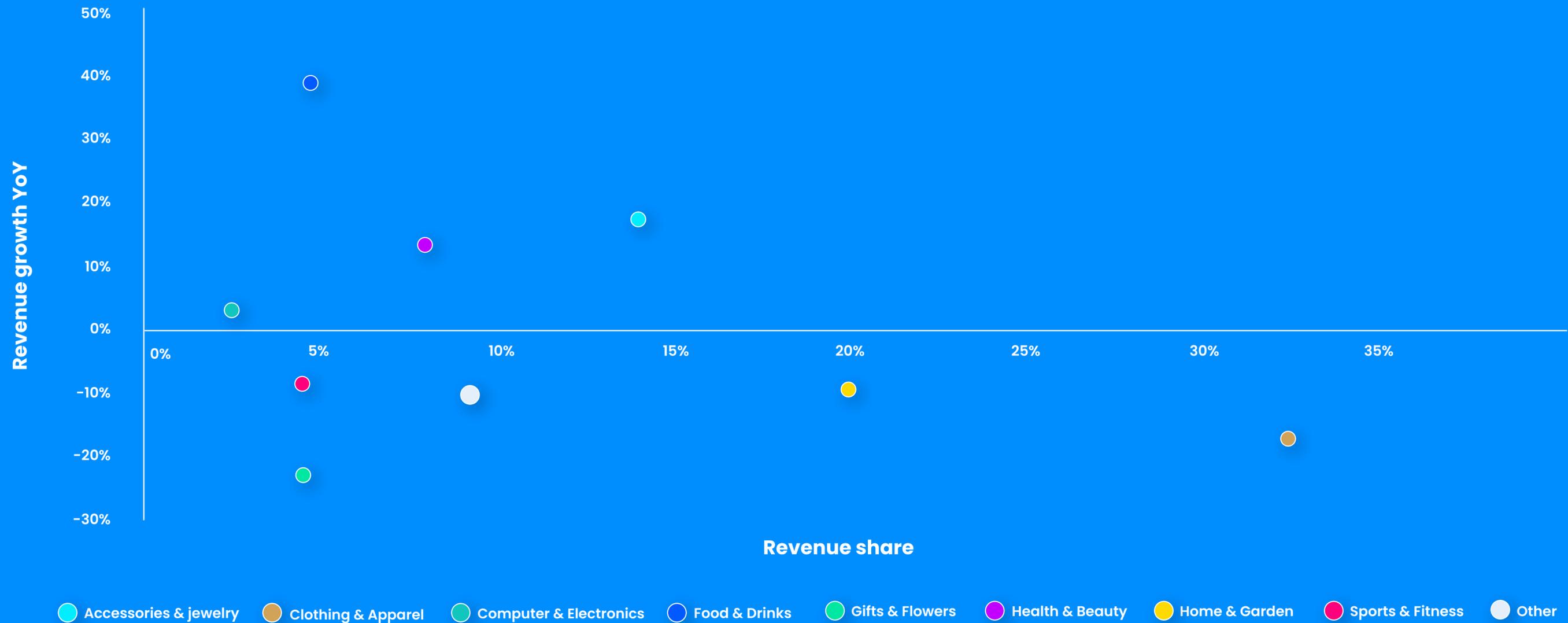


Monthly mobile revenue share

% of revenue from mobile



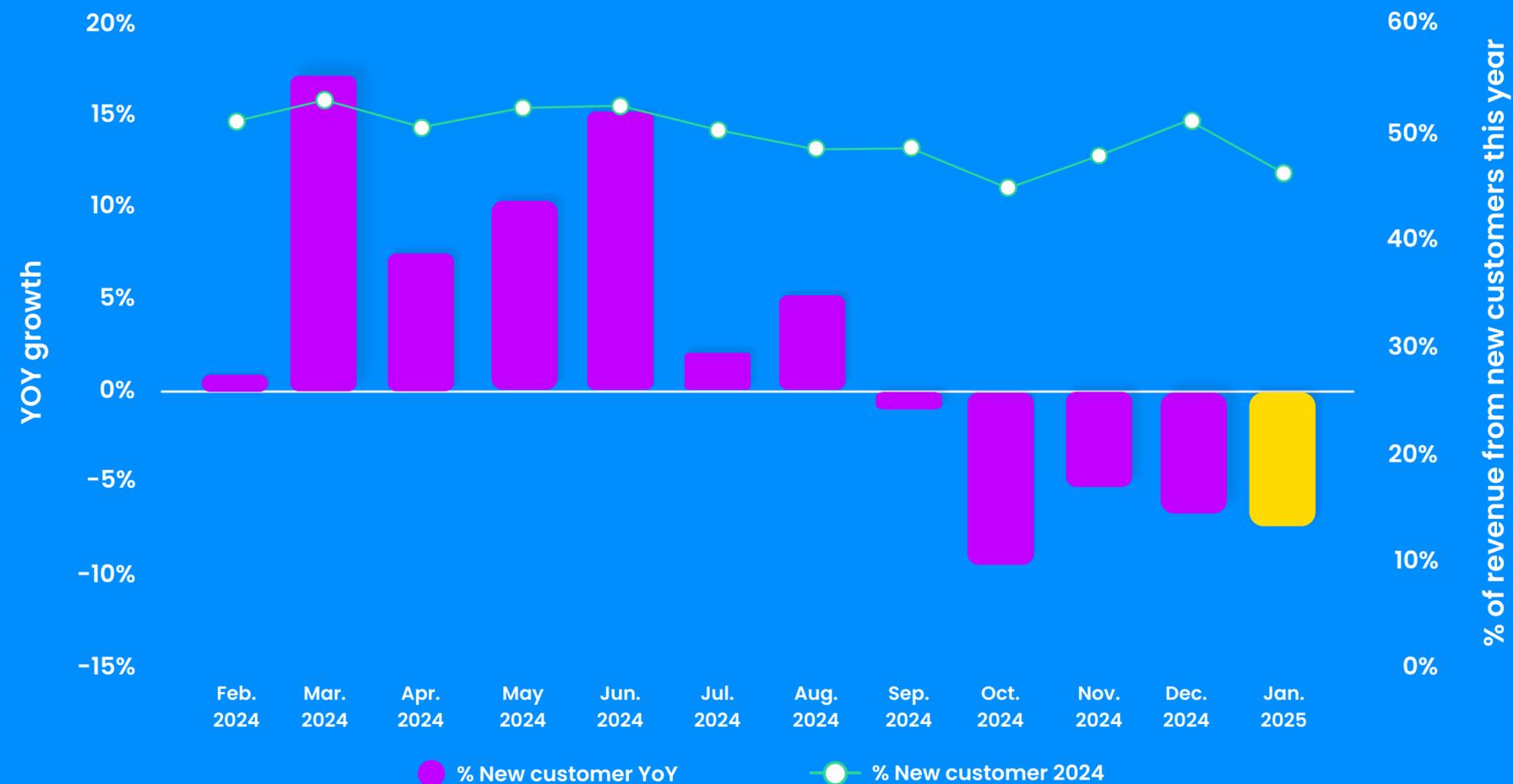
Revenue growth by advertiser vertical



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Monthly new customer revenue share

% of revenue from new customers

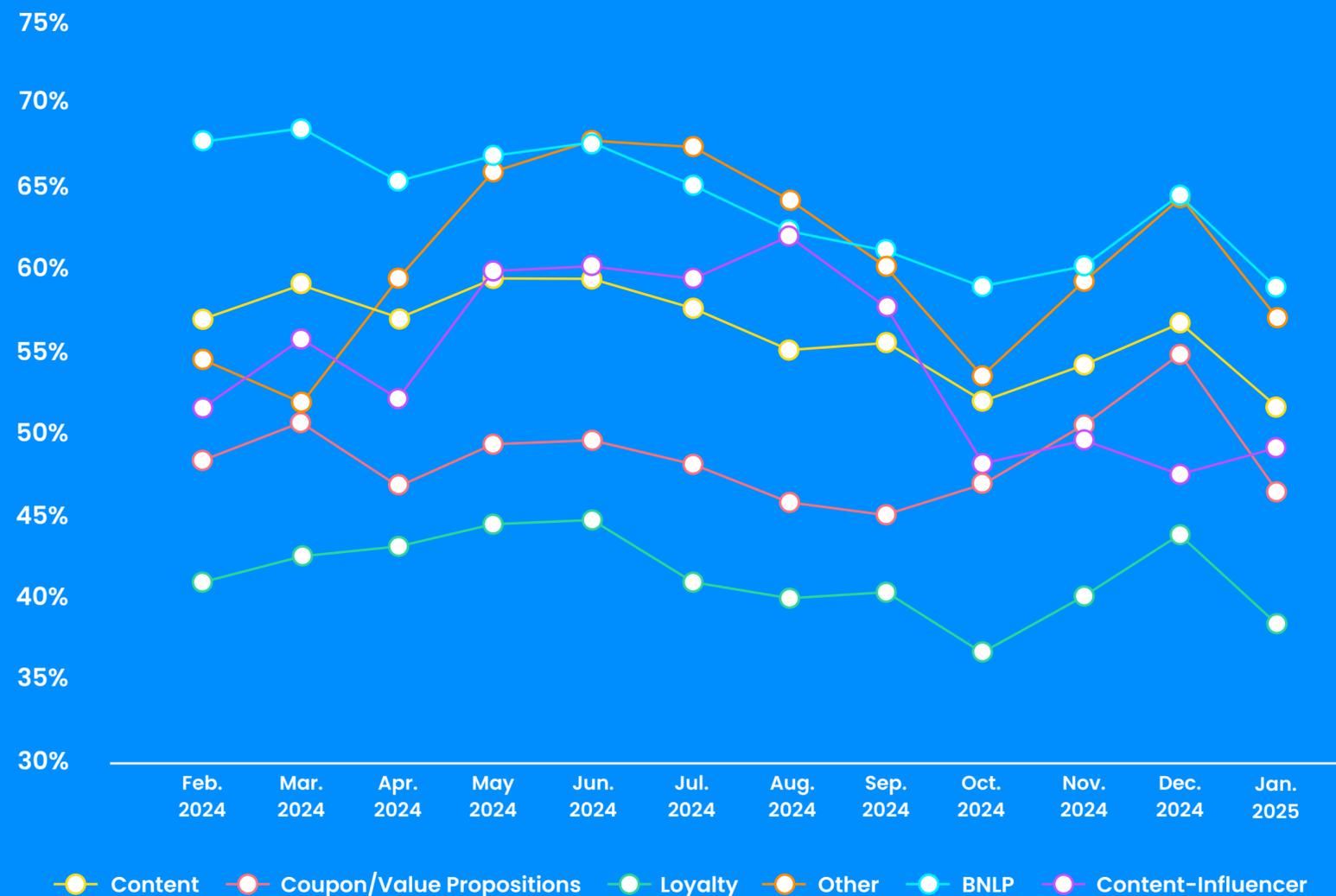


46%

In January 2025, the percentage of revenue acquired from new customers is 46%, a 7% YoY decrease.

New customer revenue by publisher category

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



59.50%

The January 2025 percentage of revenue from new customers by partner category:

- Content-Influencer: 49.43%
- Other: 57.82%
- Coupon: 47.22%
- Content: 52.21%
- Loyalty: 38.93%
- BNPL: 59.50%



A better way to partner.

Interested in learning more
with a Partnerize expert?

Contact us at

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