



Partnerize

U.S. Retail Affiliate Marketing Sales Index

Updated through March 31st, 2023



Introduction

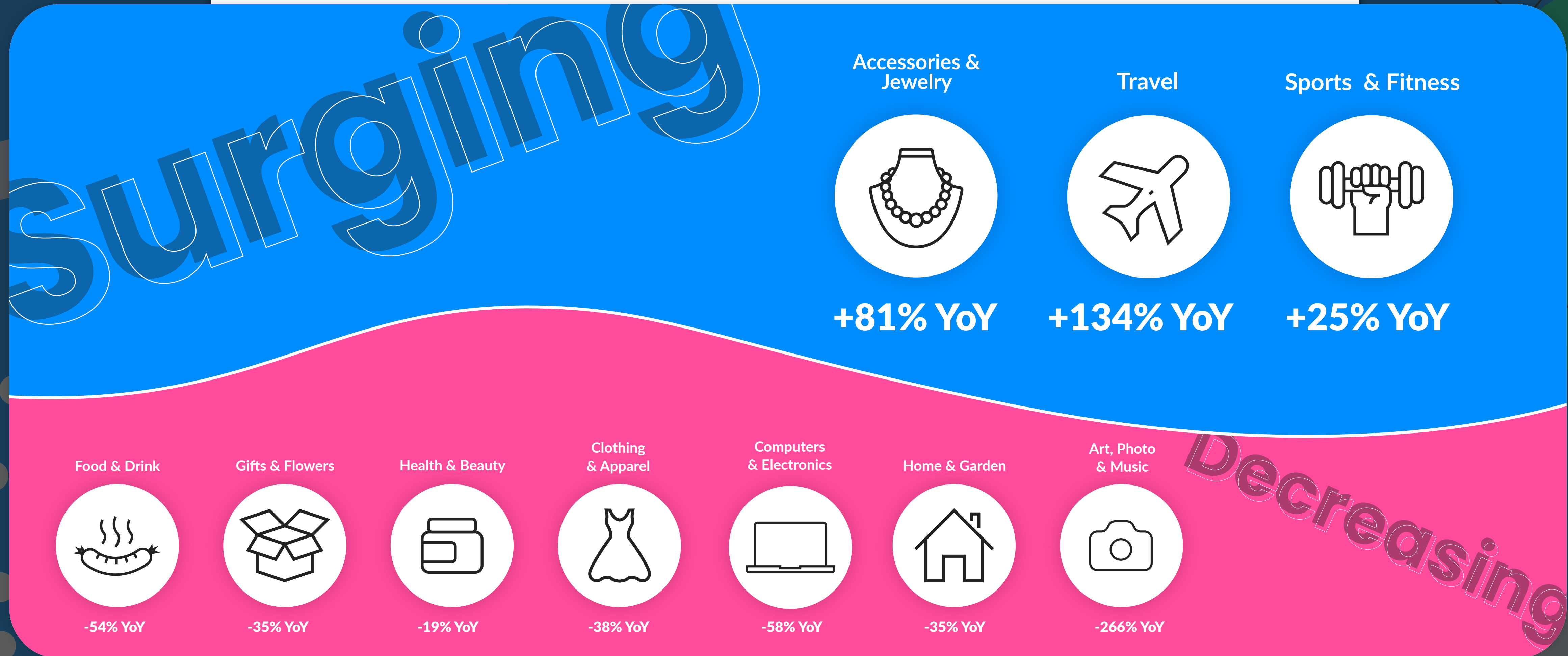
In developing the U.S. Retail Affiliate Marketing Sales Index we measured the gross merchandise sales directly attributable to affiliate marketing promotions for the period beginning January 1st through December 31st and compared them against the affiliate gross merchandise sales for the same period 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 March 2023

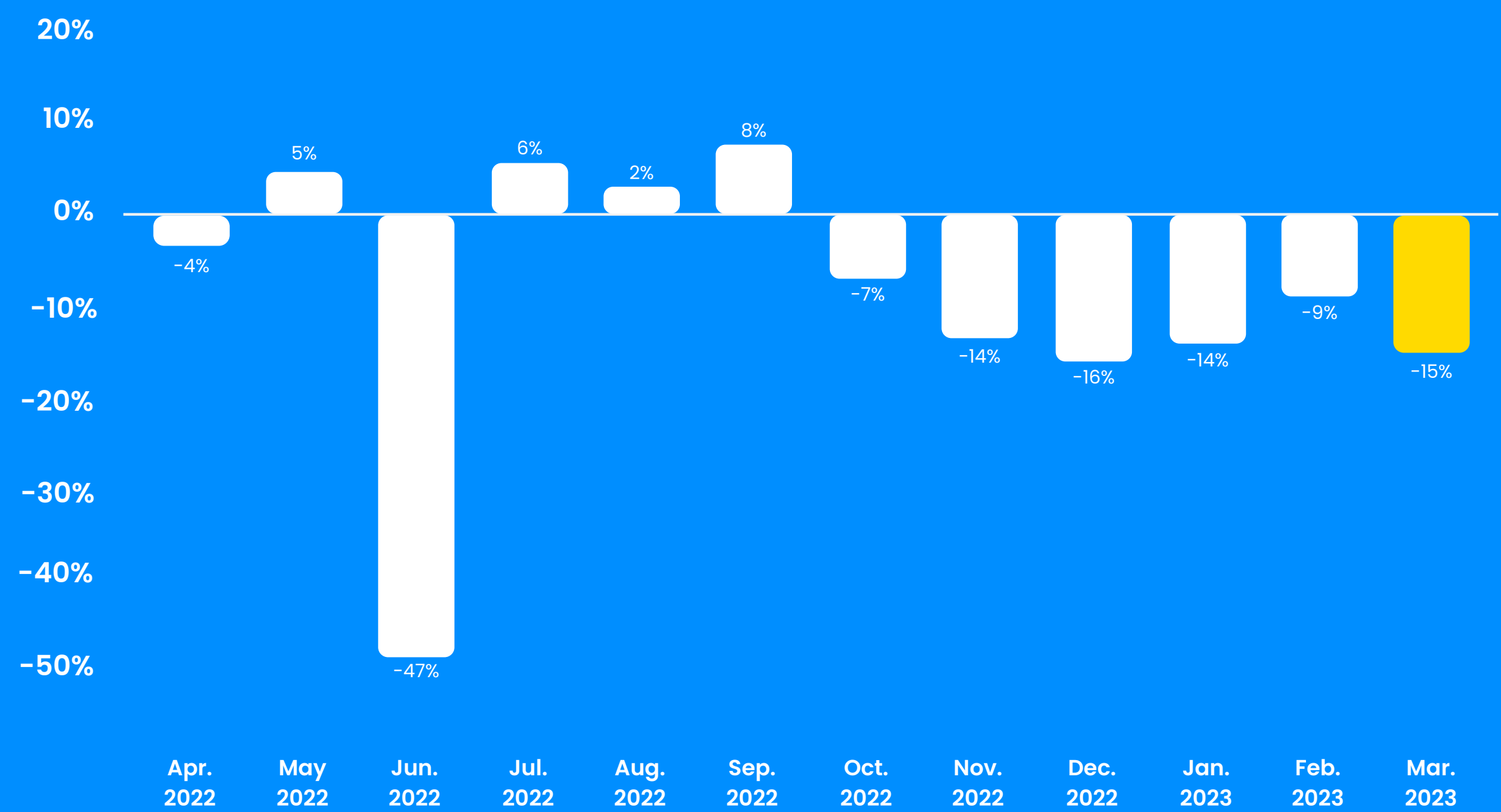
3



Monthly revenue trends

4

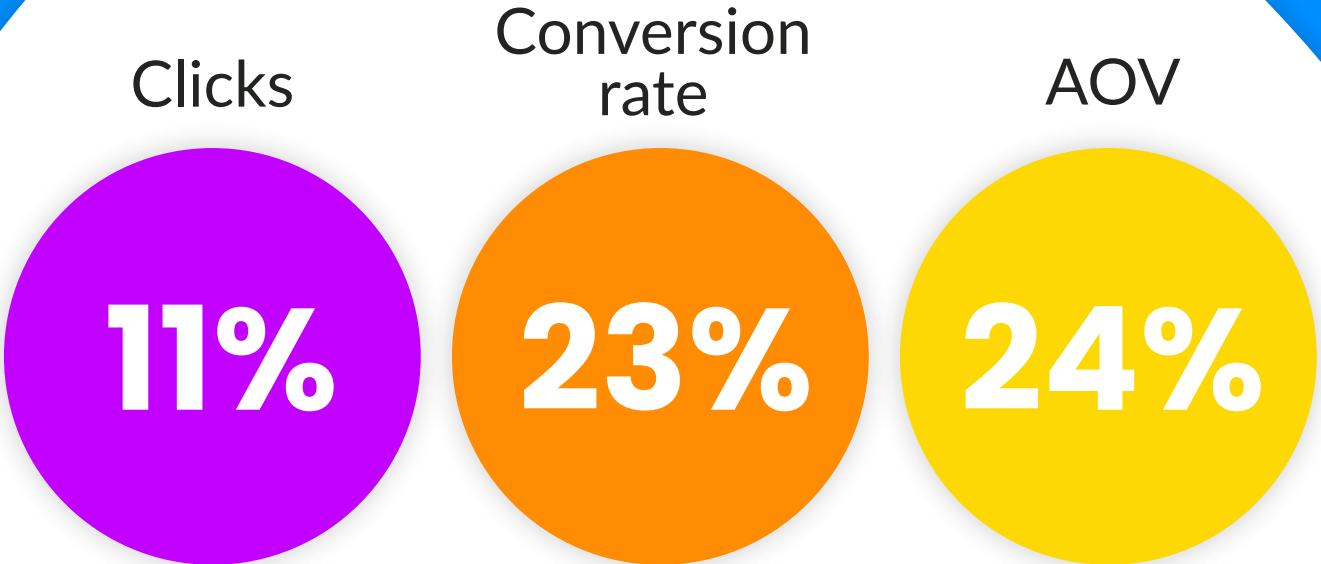
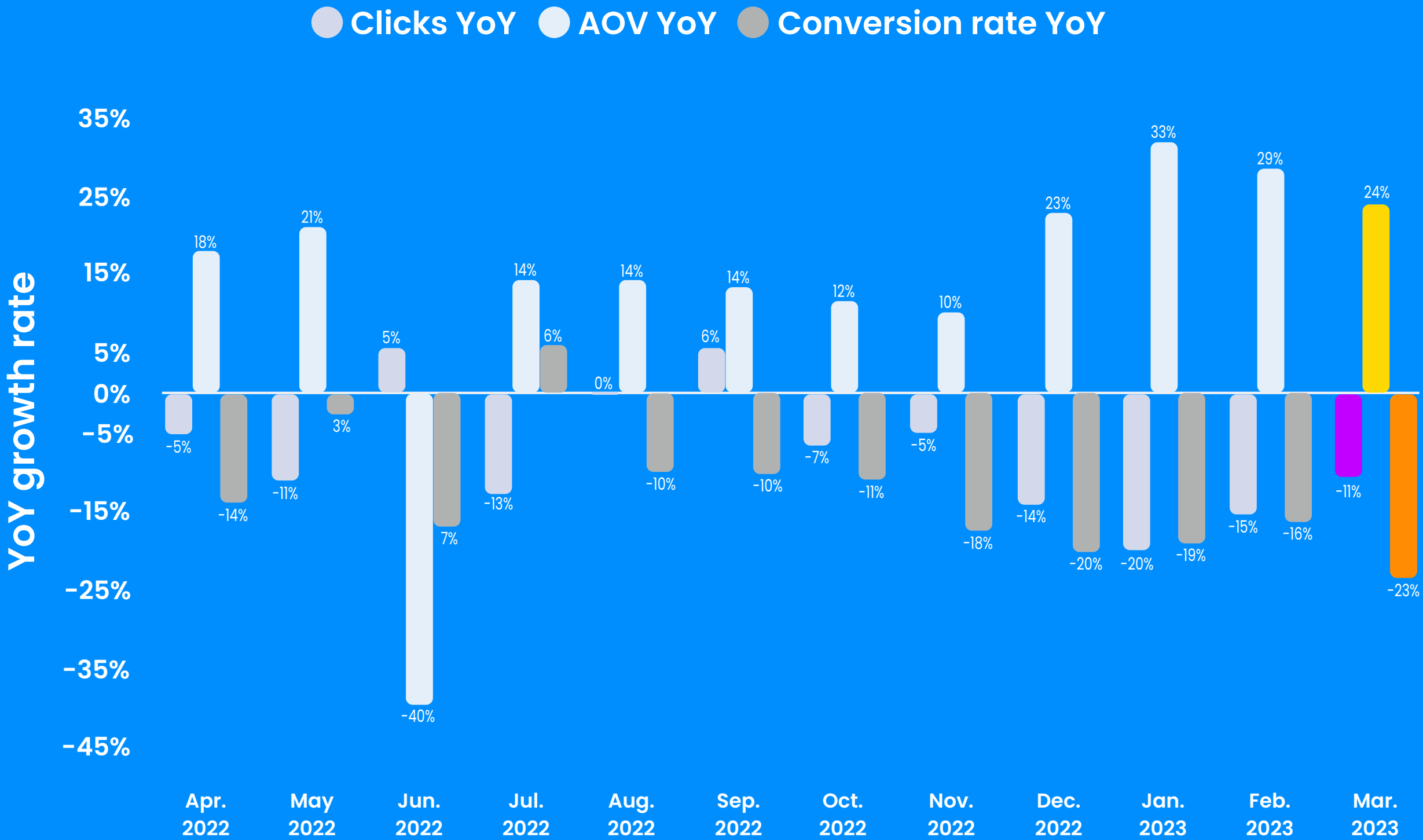
Gross Revenue YoY Growth



-15%

March saw a 15% decrease in YoY revenue.

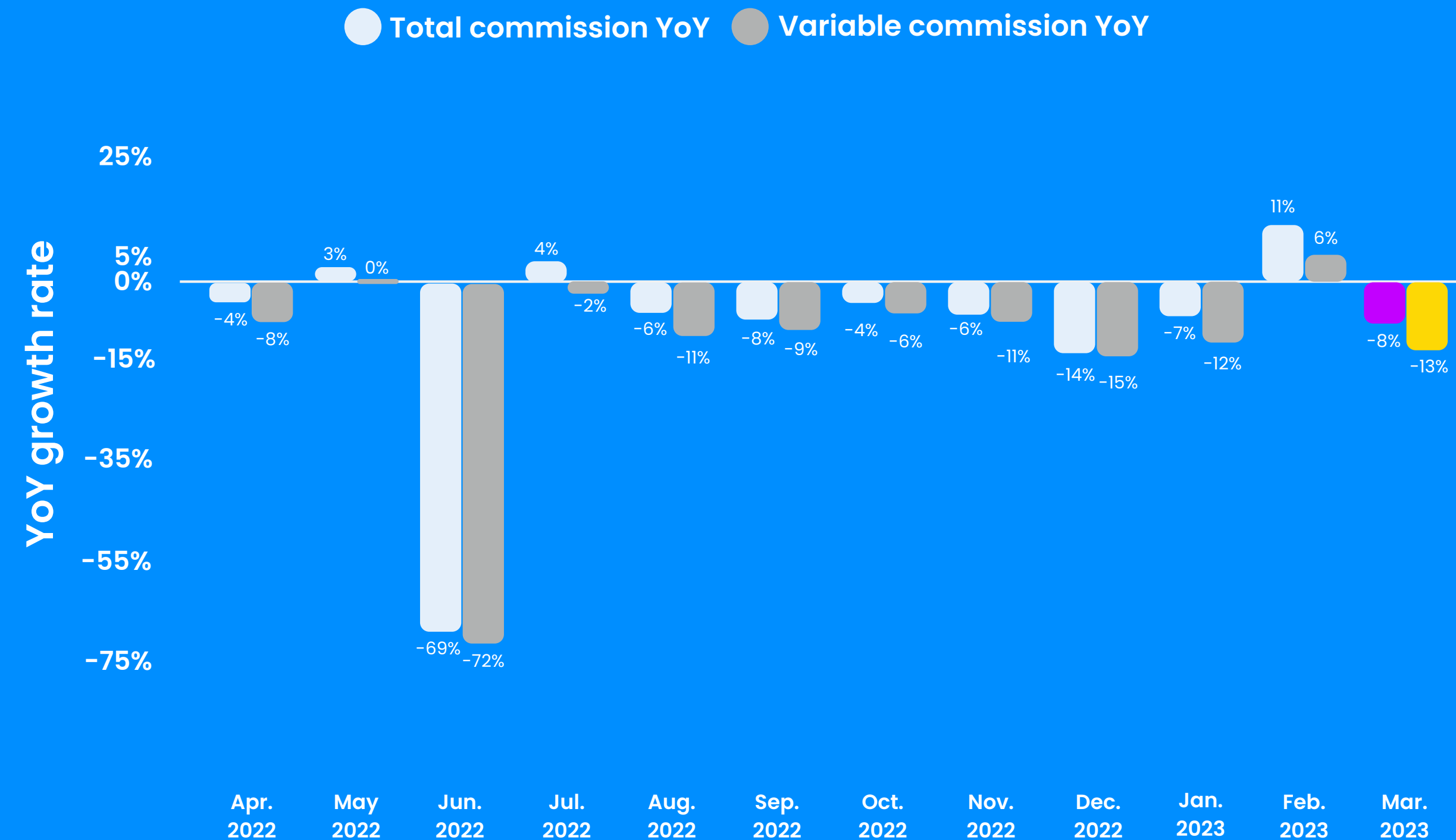
Drivers of monthly revenue growth



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

Monthly commission trends

6



-13% **-8%**

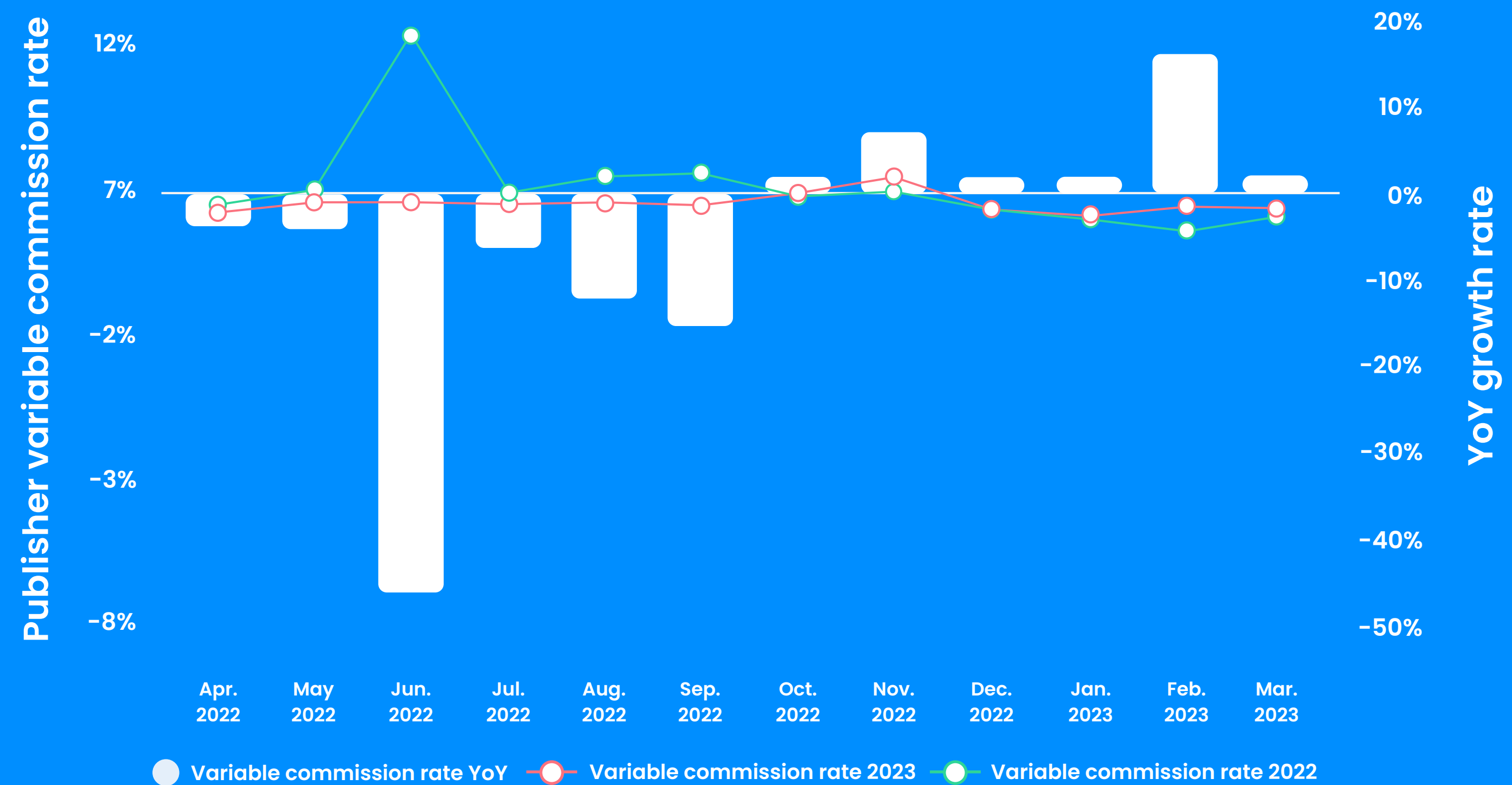
In March, variable commission rates were down 8% and total commission rates were down 13% YoY.

- 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

7

Variable commission rate and growth YoY

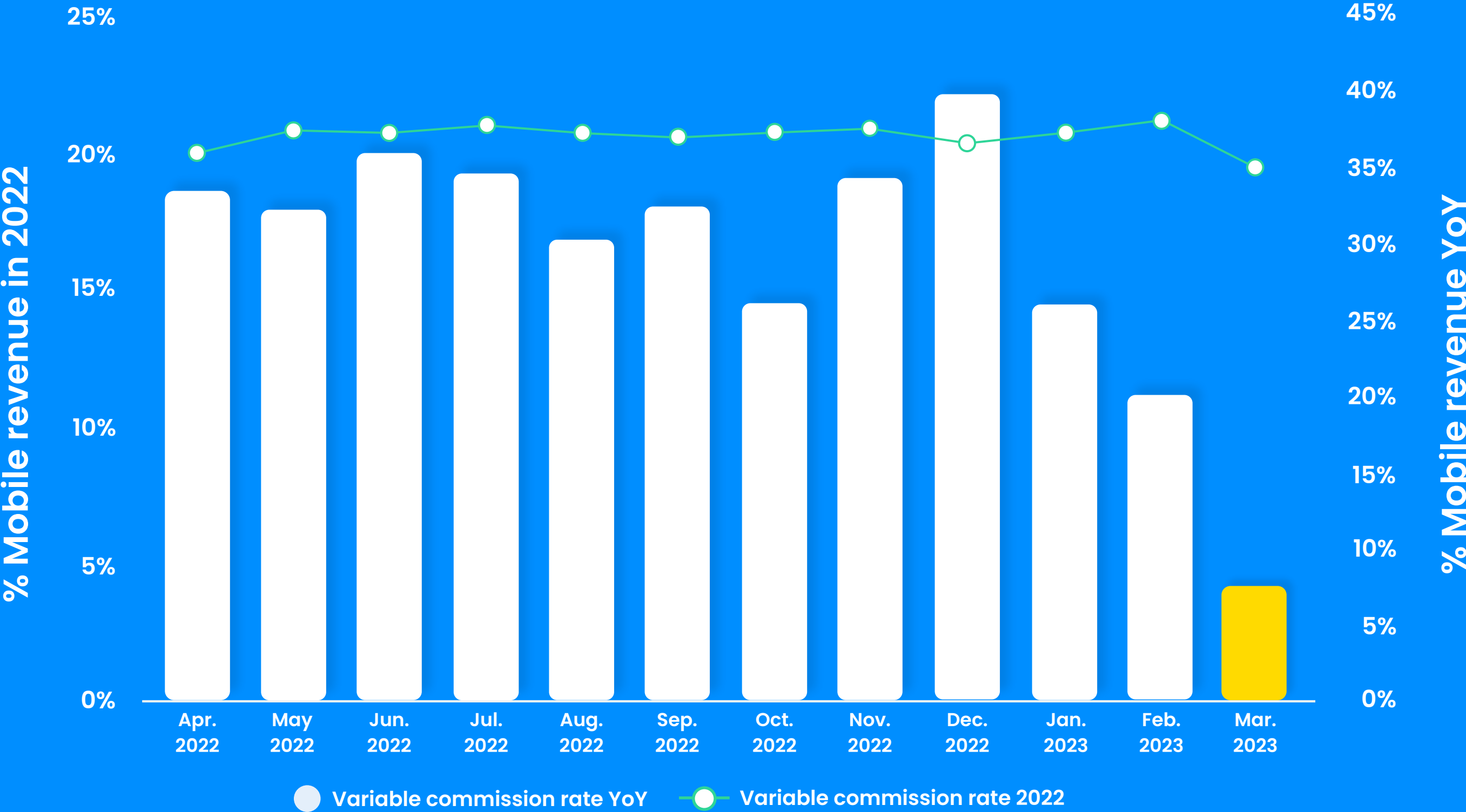


6.3%

Variable commission rates in March 2023 were at 6.3%, down from 6.6% from February 2023.

Monthly mobile revenue share

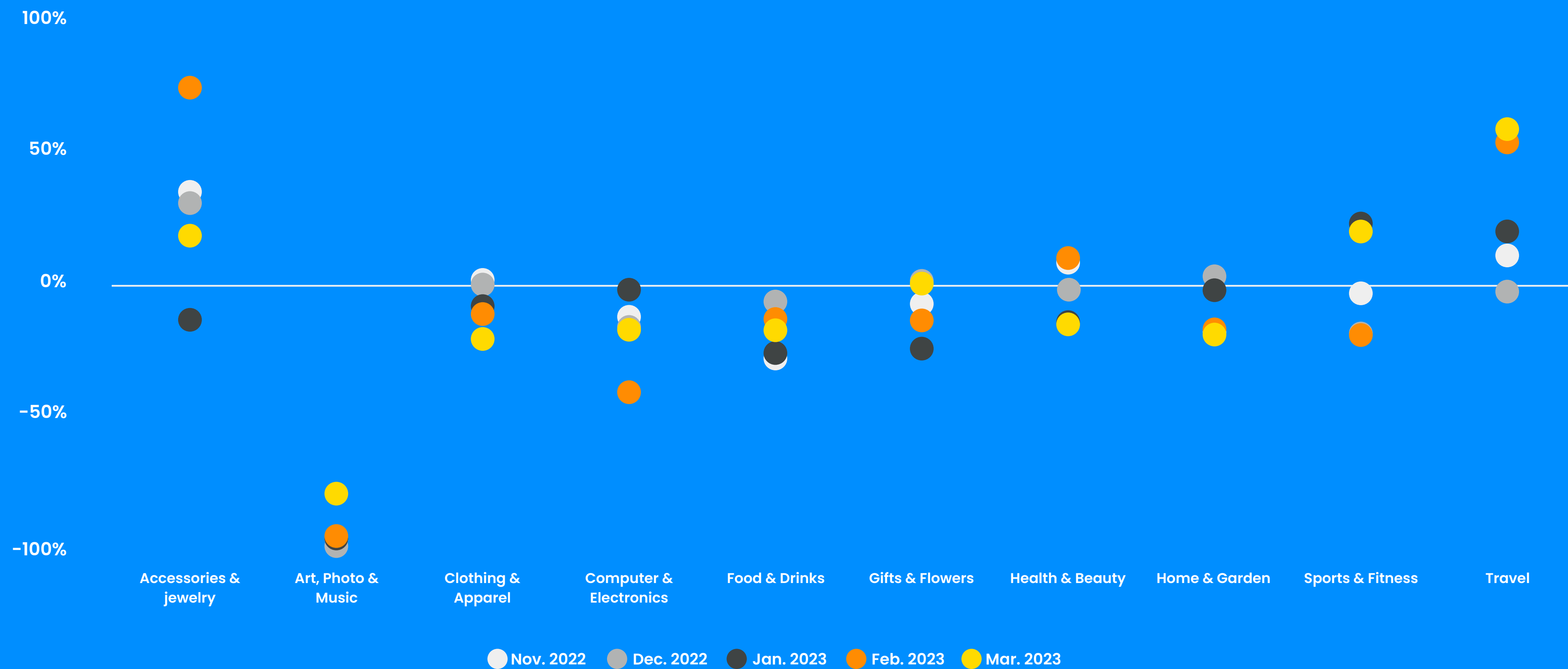
% of revenue from mobile



-4%

Mobile revenue was down 4% YoY in March 2023, down from 11% in February 2023. Mobile revenue share represented 35% of all conversion activity.

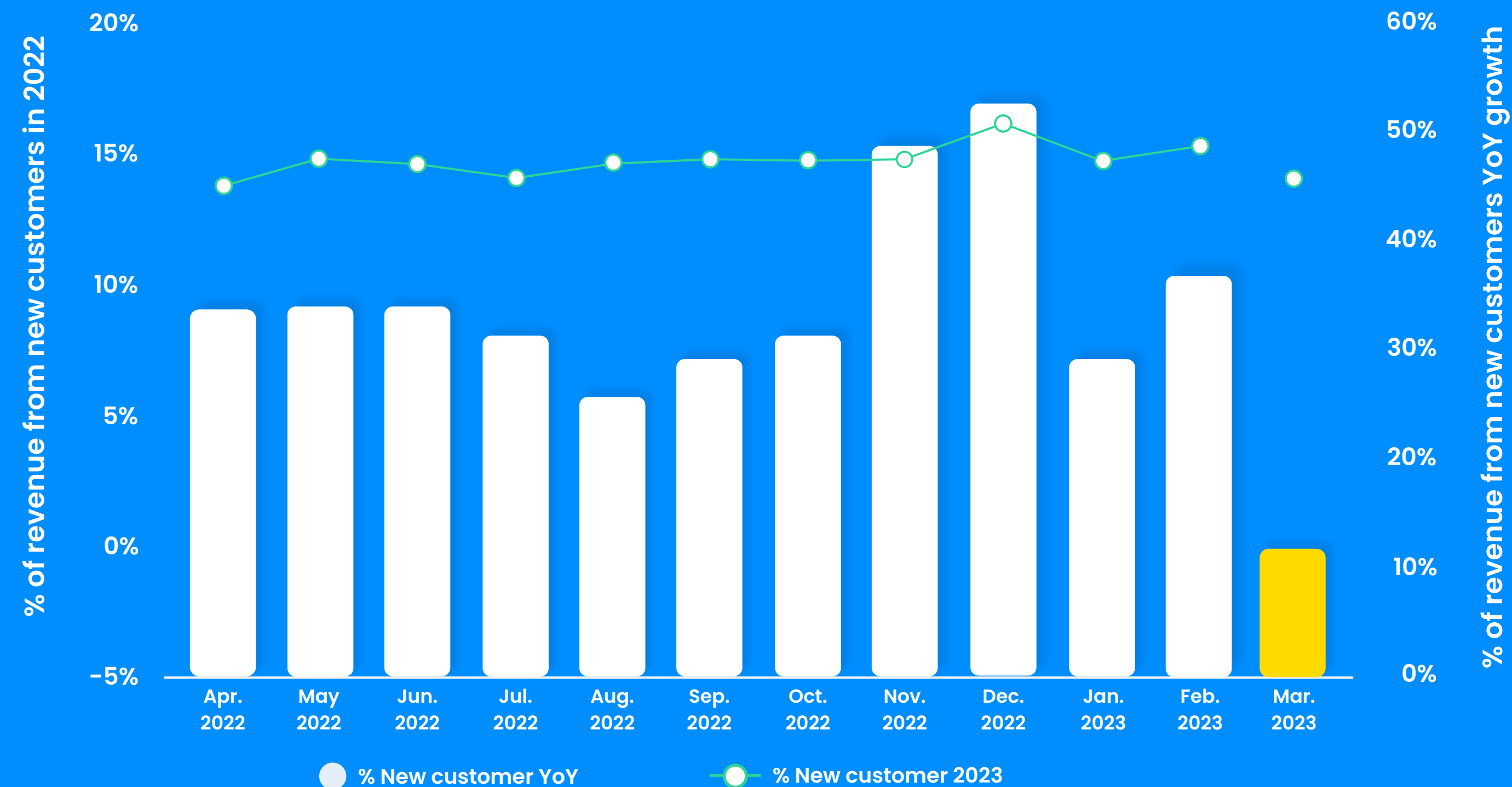
Revenue growth by advertiser vertical



Monthly new customer revenue share

10

% of revenue from new customers



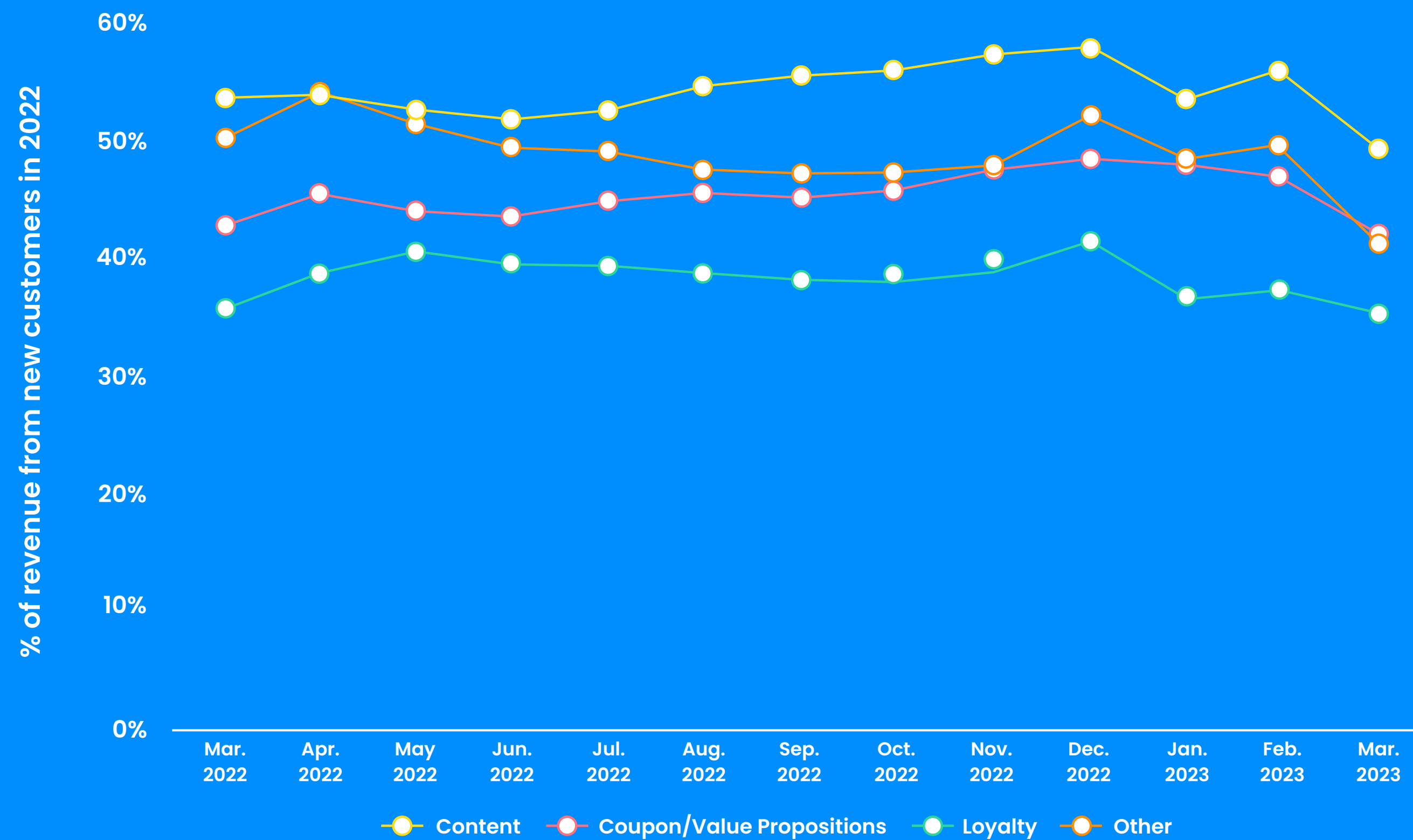
-3%

In March 2023, the percentage of revenue acquired from new customers was at 43%, a YoY decrease of 3%.

New customer revenue by publisher category

11

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



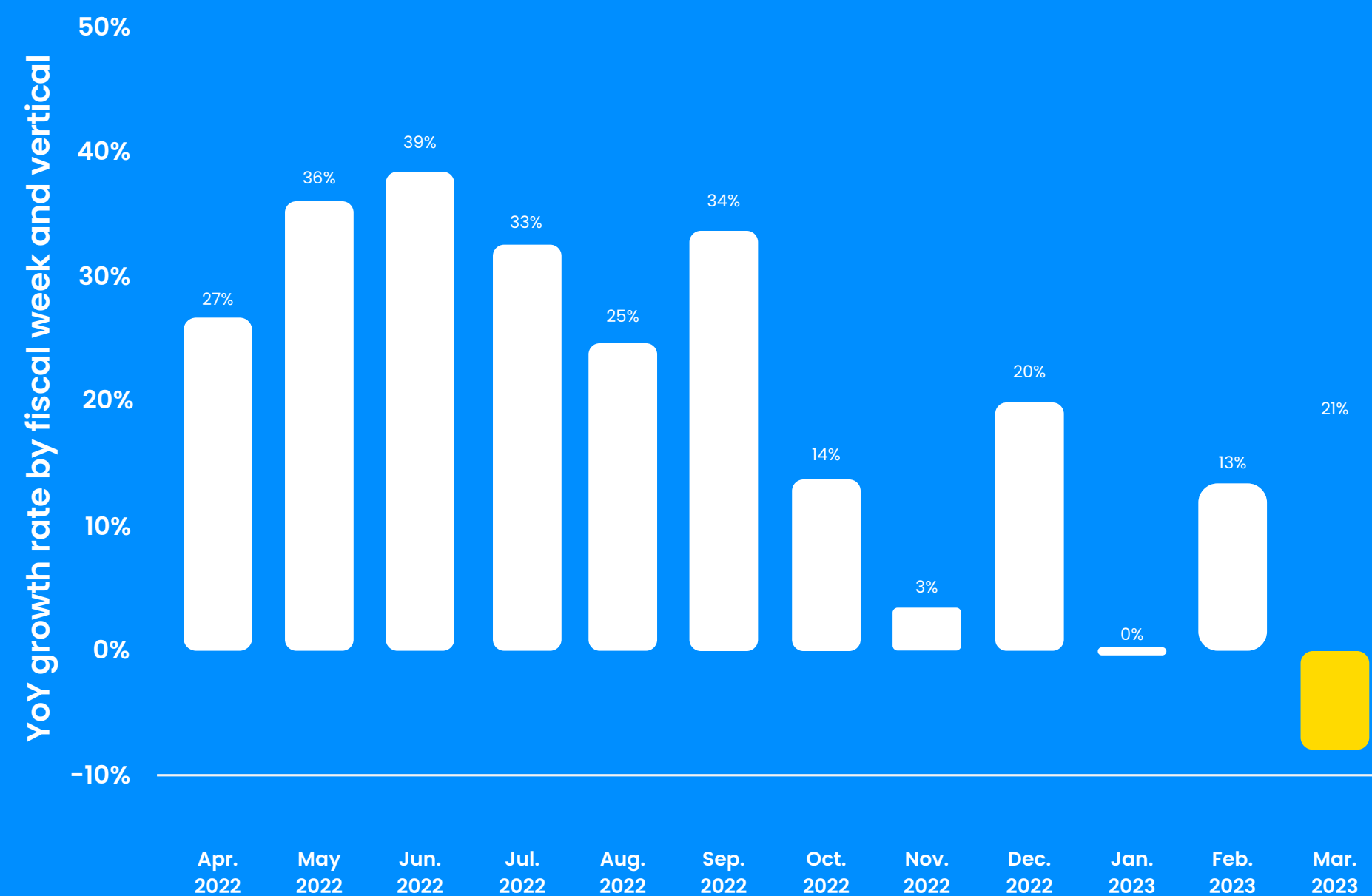
47%

Content partners have a new customer rate of 47% in March followed by Coupon at 39%, Other at 35%, and Loyalty at 22%.

Content publisher YoY revenue and commission trends

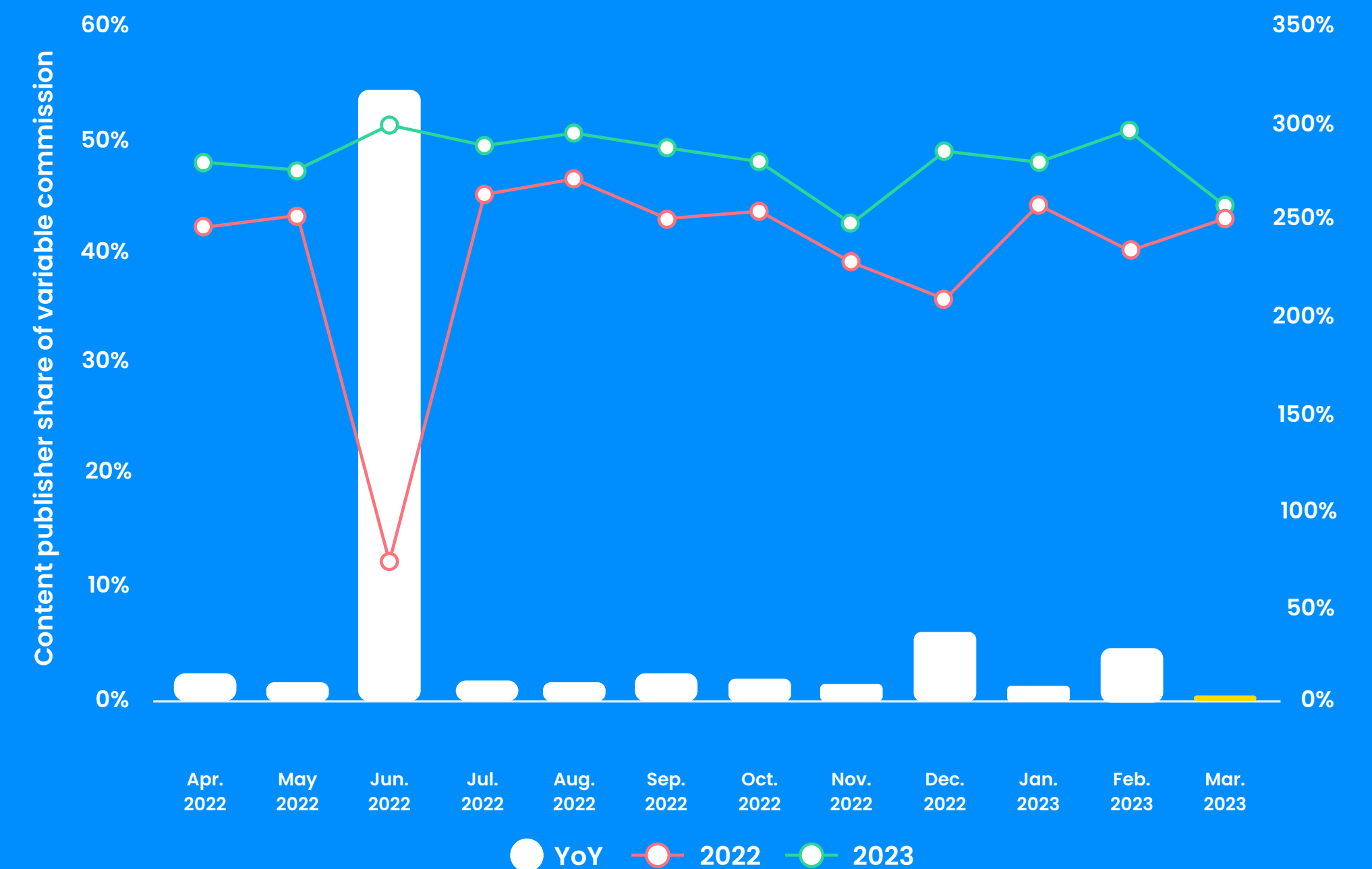
12

Content publisher revenue YoY growth rate



In March, YoY revenue growth for content partners was down 8%.

Content publisher share of variable commission

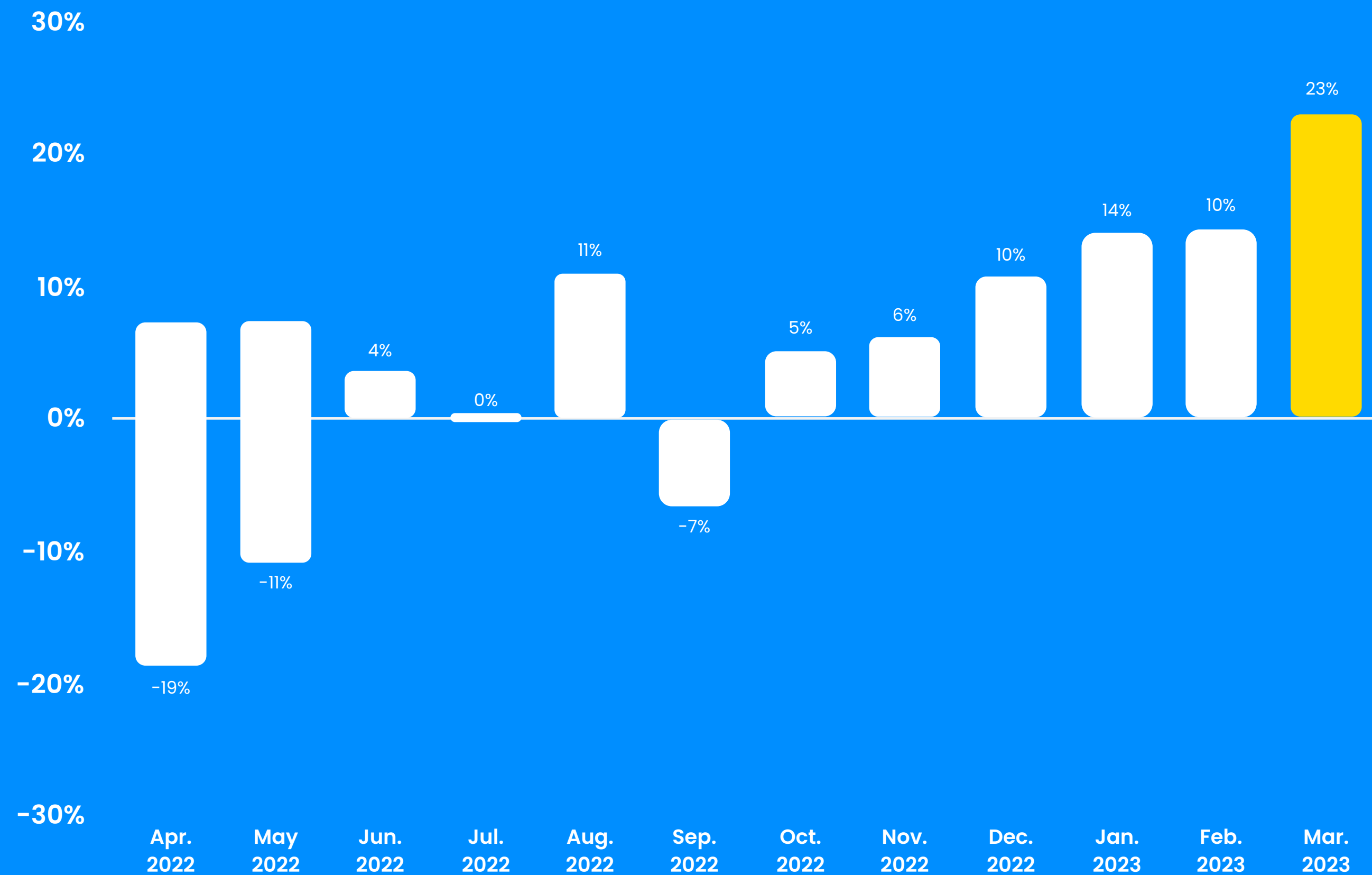


Coupon partners' share of variable commission increased 27%, Loyalty increased 22% and Other increased 7%.

Content partner share of variable commission was at 44% in March increasing 3% YoY.

Publisher partner application growth YoY

13

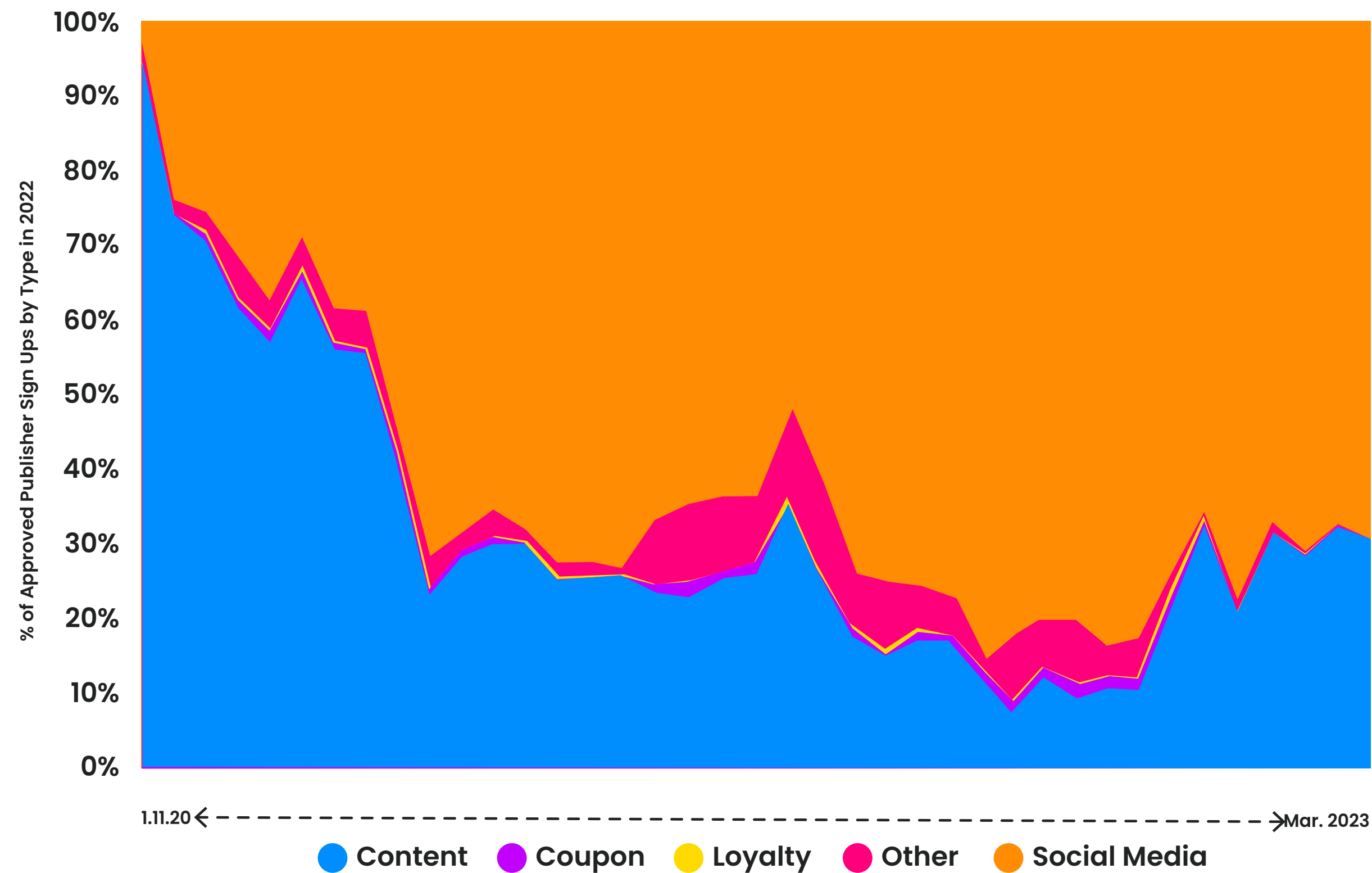


23%

In Q4 2022, partner sign ups remained steady from their pandemic highs, although YoY growth seemingly slowed, due to the significant growth experienced in the year prior. In March 2023, partner applications increased 23% YoY.

% of approved publisher sign ups by type

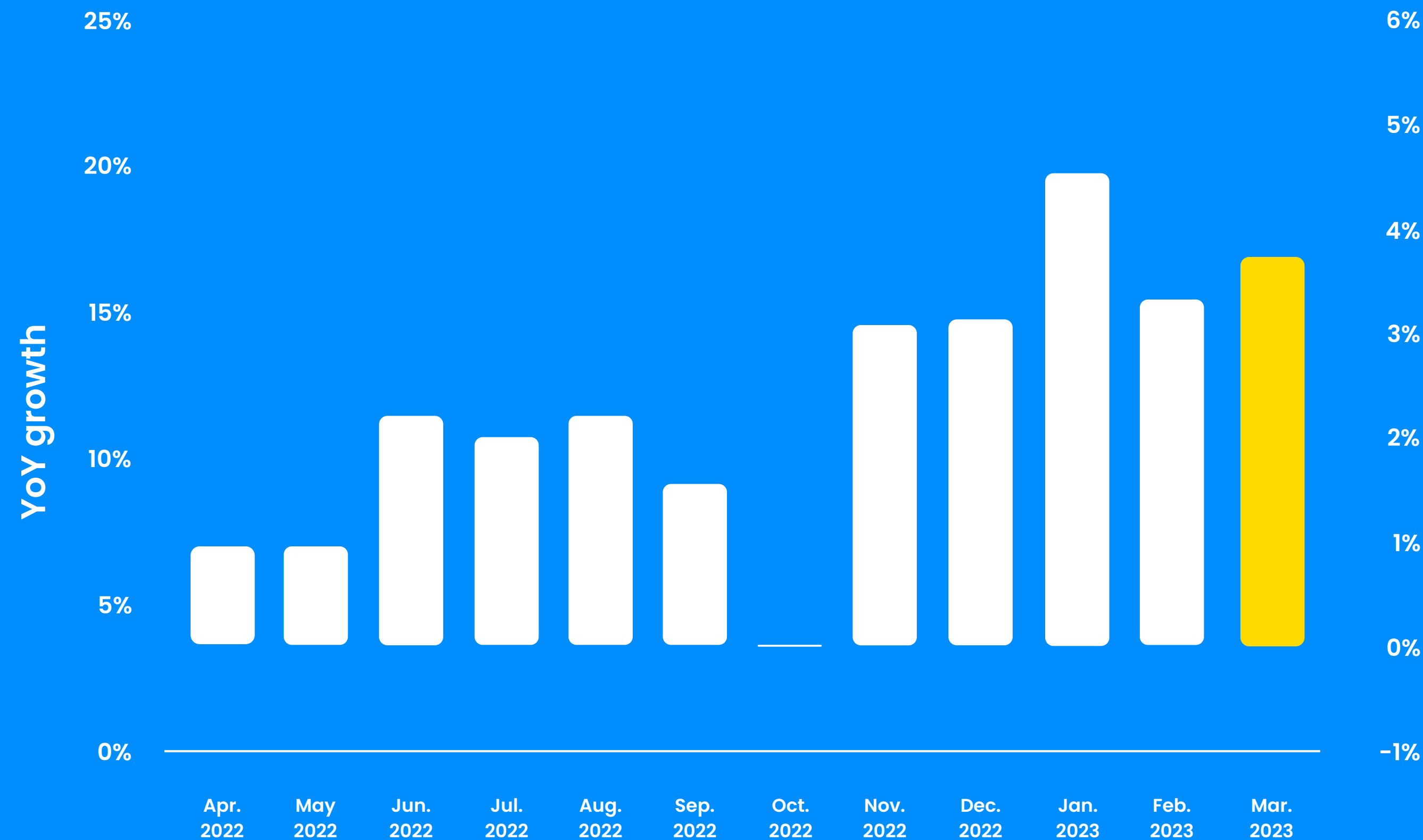
14



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

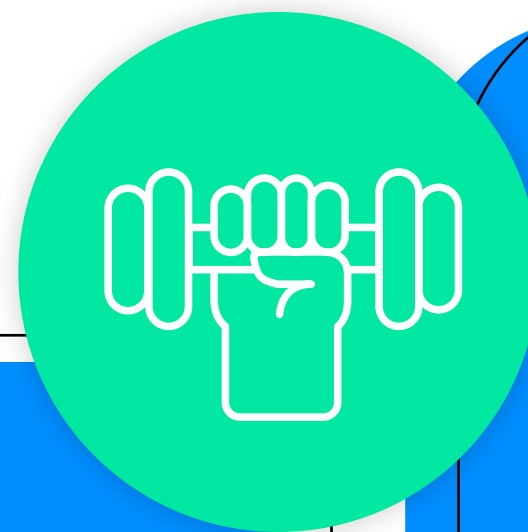
15



4%

As partner applications continue to grow, so do the number of revenue generating connections between advertisers and partners. In March, we saw a 4% 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.

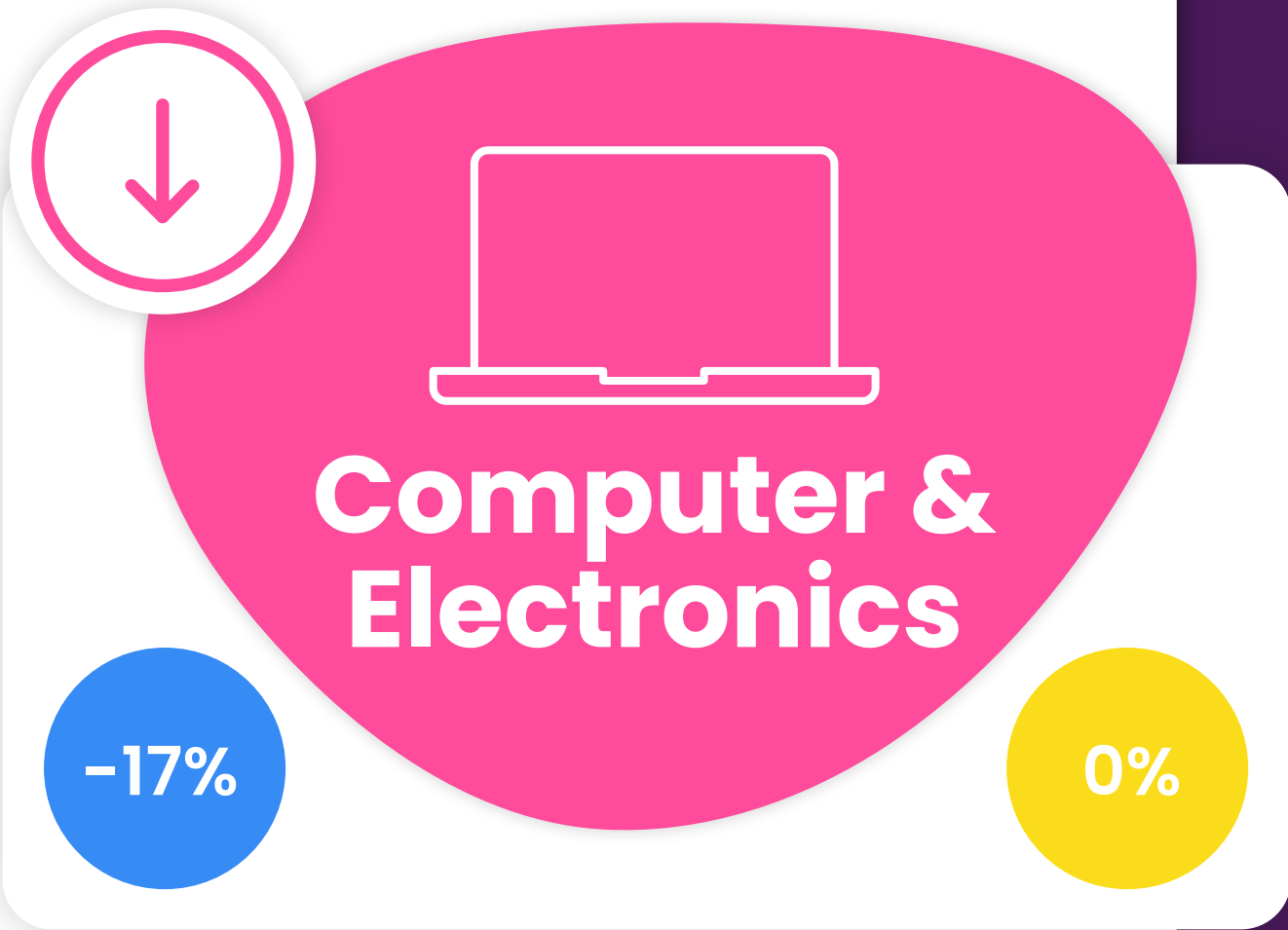
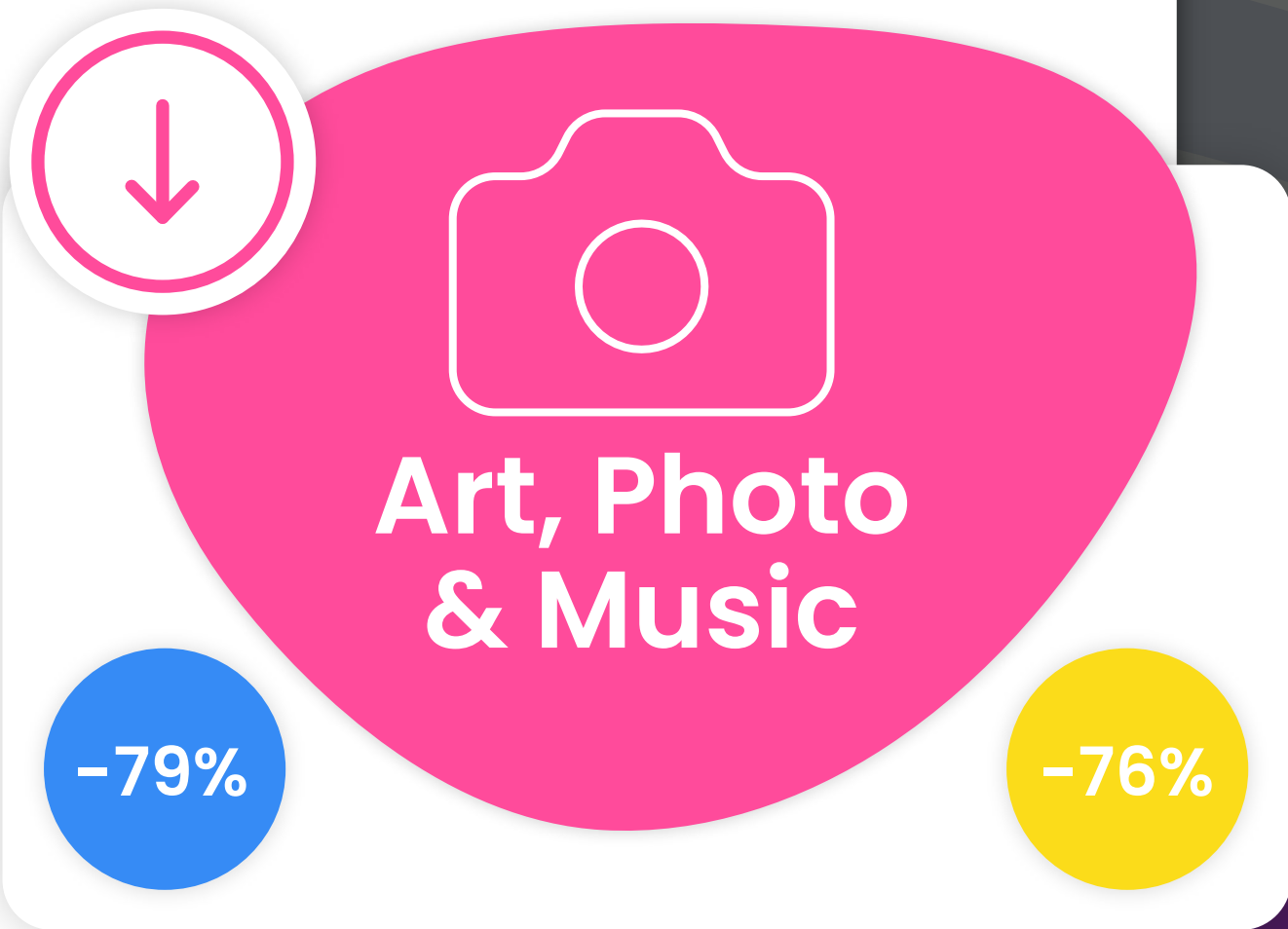
Insights by vertical.



Click and revenue YoY growth rate by vertical

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

● Gross revenue YoY ● Clicks YoY

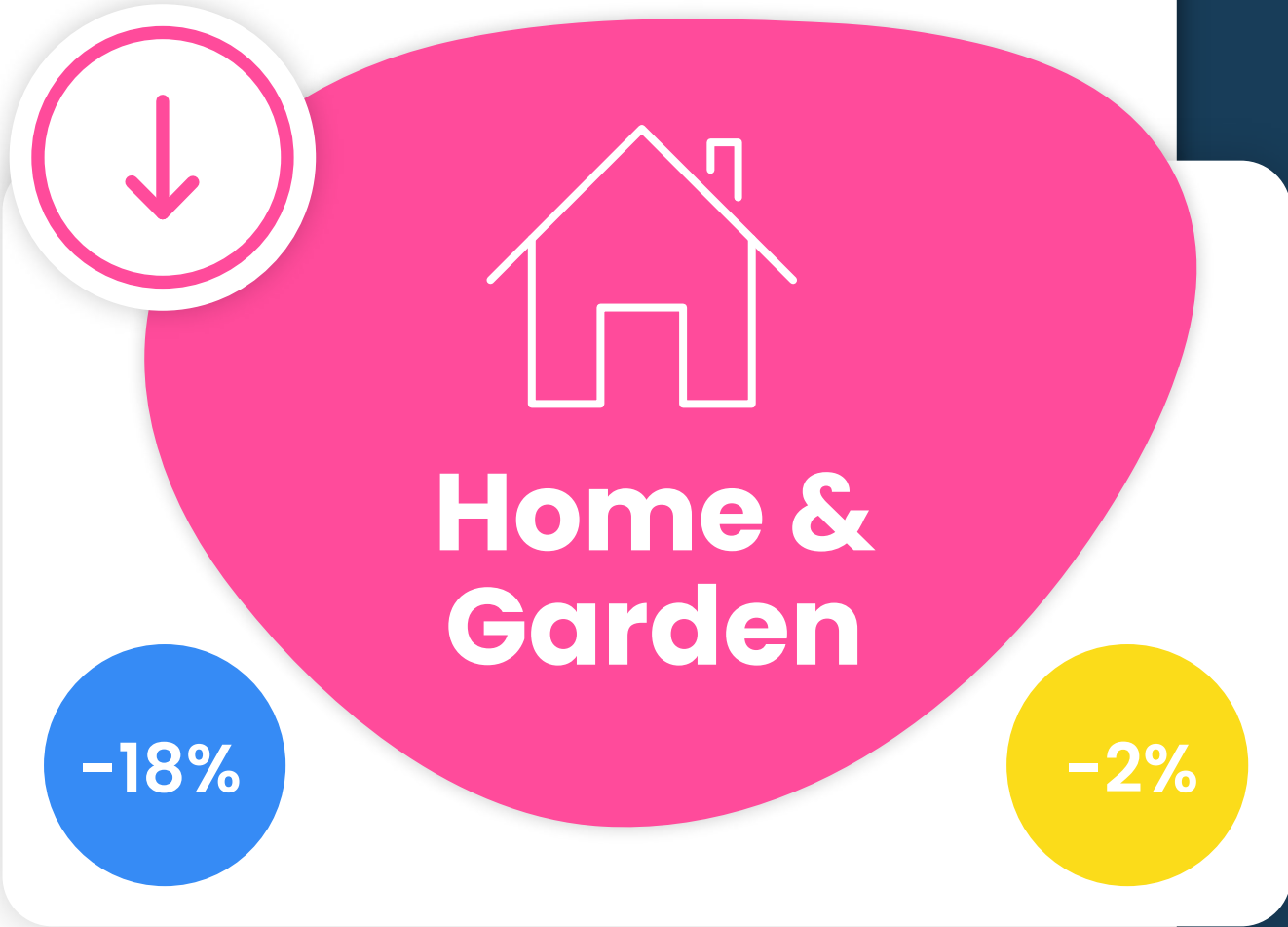
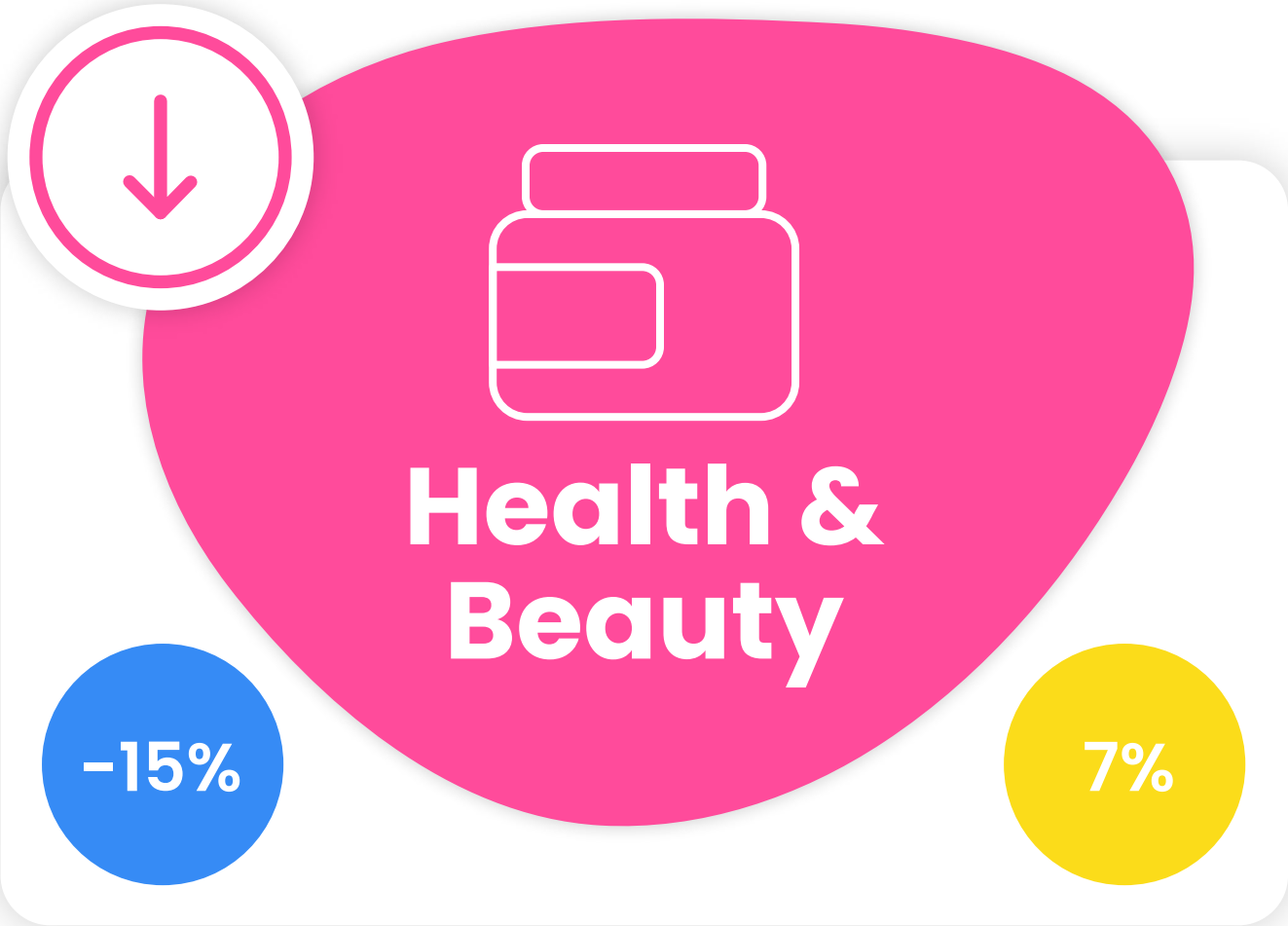
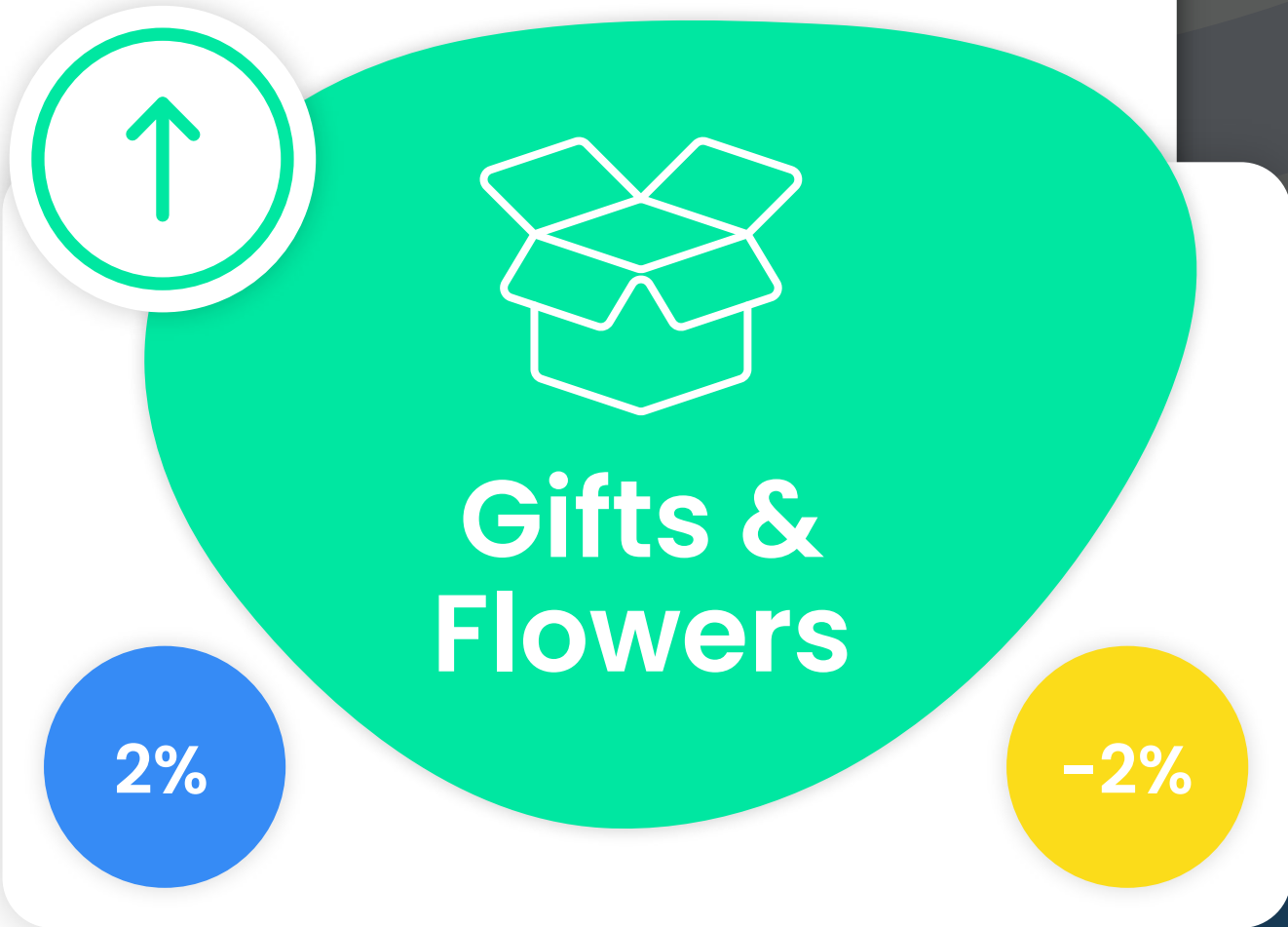
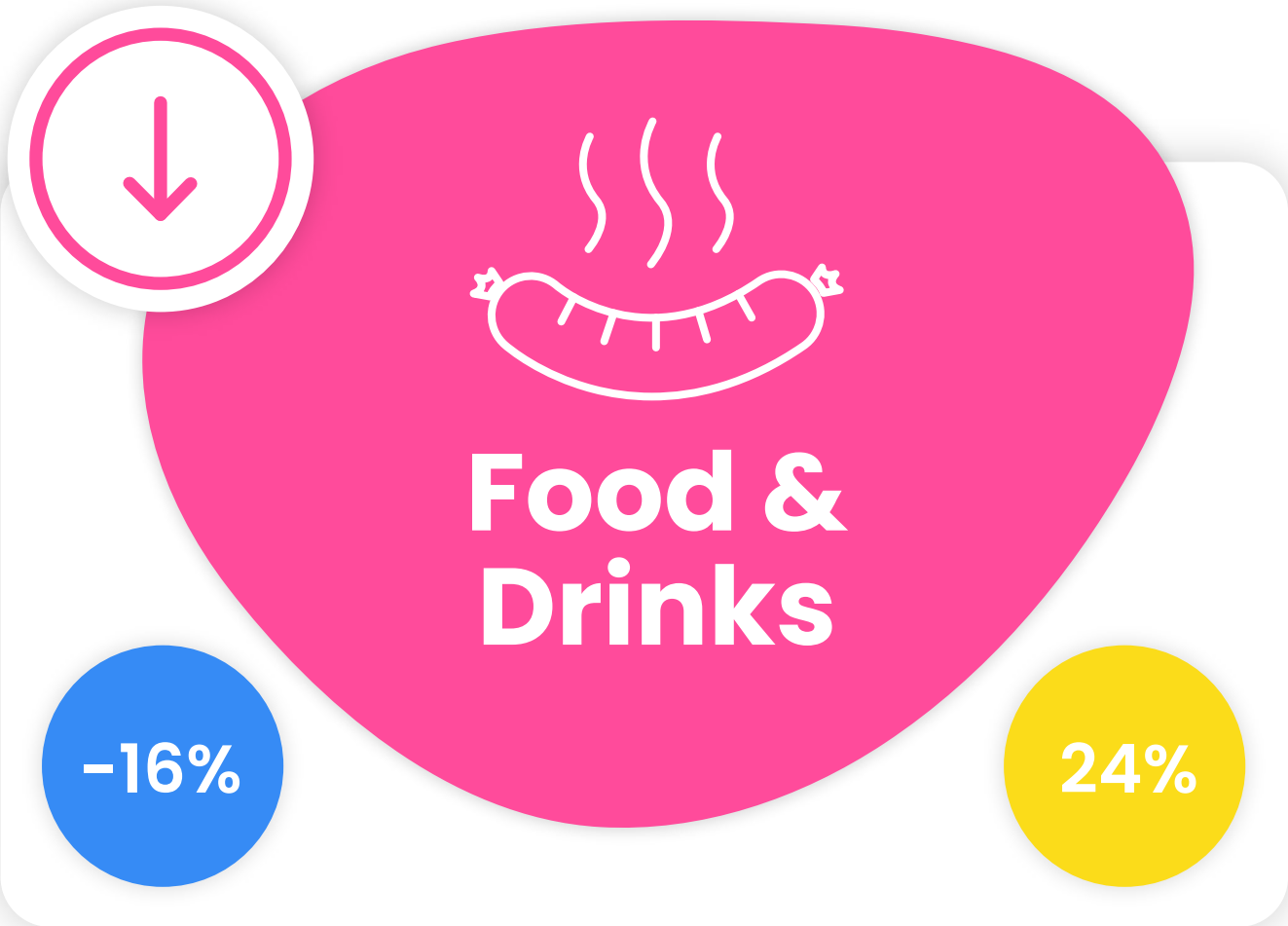


Click and revenue YoY growth rate by vertical

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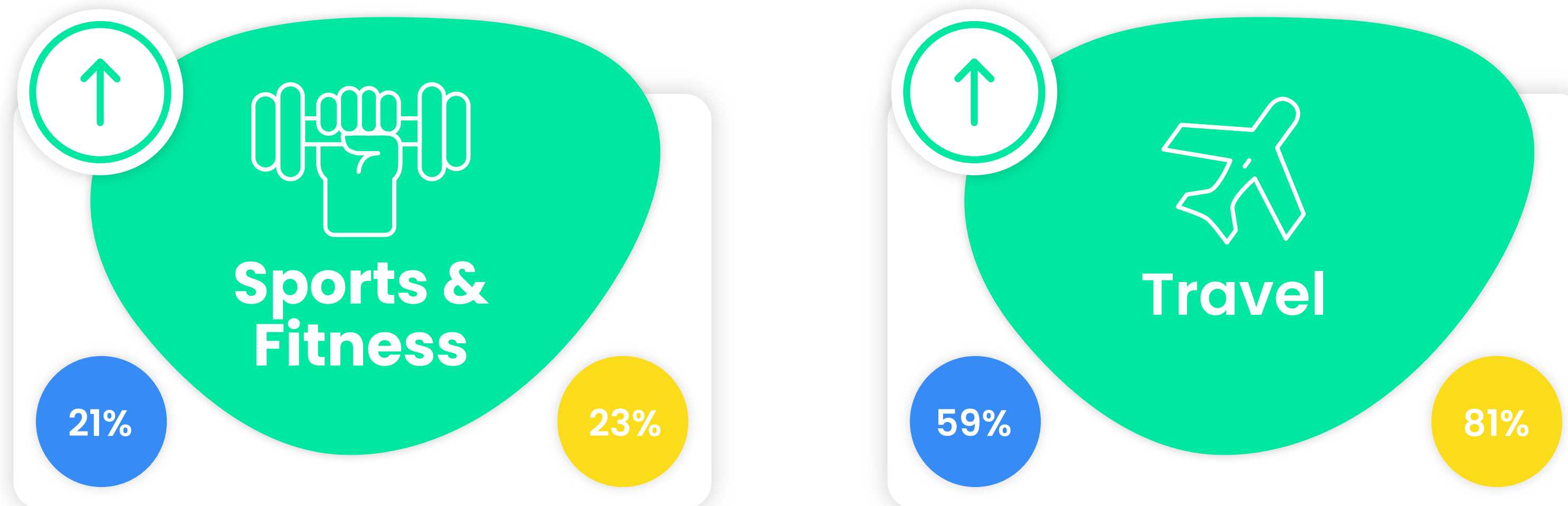
Gross revenue YoY

Clicks YoY



Click and revenue YoY growth rate by vertical

All data represents YoY growth for the end of March 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