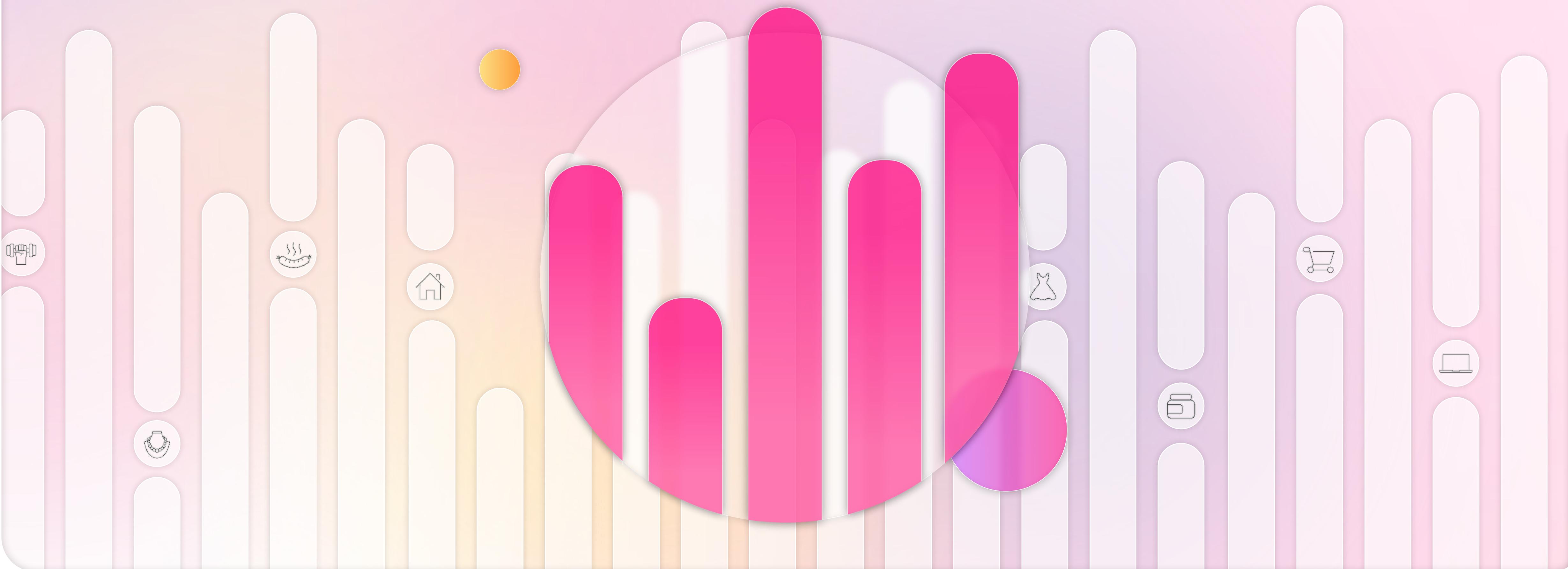


Partnerize

U.S. Retail Affiliate Marketing Sales Index

Updated through September 30th, 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.

Revenue growth by vertical

through September 2025



Clothing & Apparel
+8%



Home & Garden
-23%



Food & Drink
+12%



Gifts & Flowers
-51%



Sports & Fitness
+12%



Health & Beauty
-43%



Computers & Electronics
-17%



Accessories & Jewelry
-24%



Other
-4%

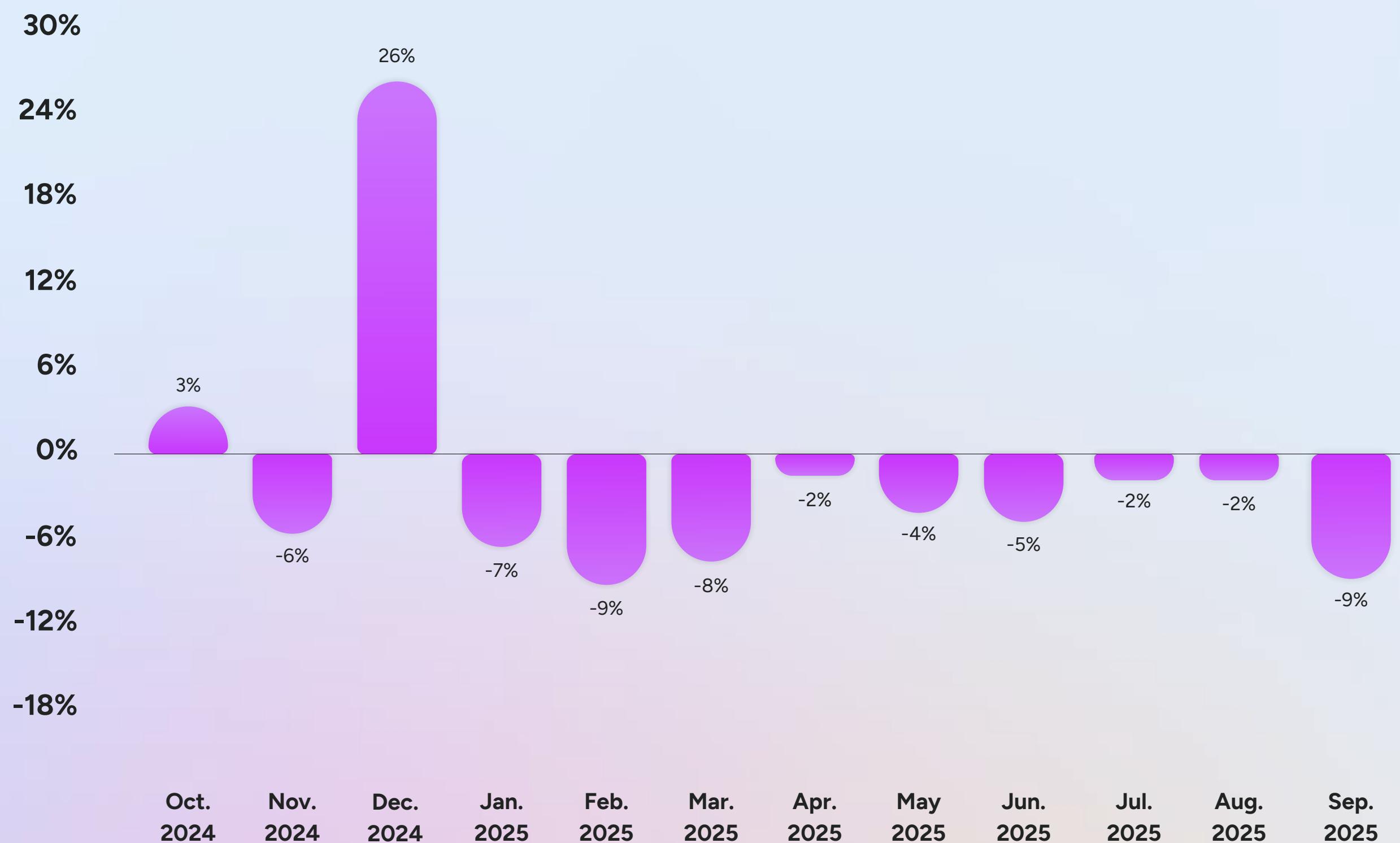
The "Other" category consists of the following verticals: Phonecard Services, Travel, Business, Art/Photo/Music, Shops/Malls, Books/Media, Family, Pets, Smoking & Tobacco, Education, Baby, Adult, Hunting & Firearms, Insurance, Automotive, Entertainment, Medical, Games & Toys, Commerce, Web Services,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

Monthly revenue trends

-9%

Gross revenue has decreased 9% YoY in September 2025.

Gross revenue YoY growth



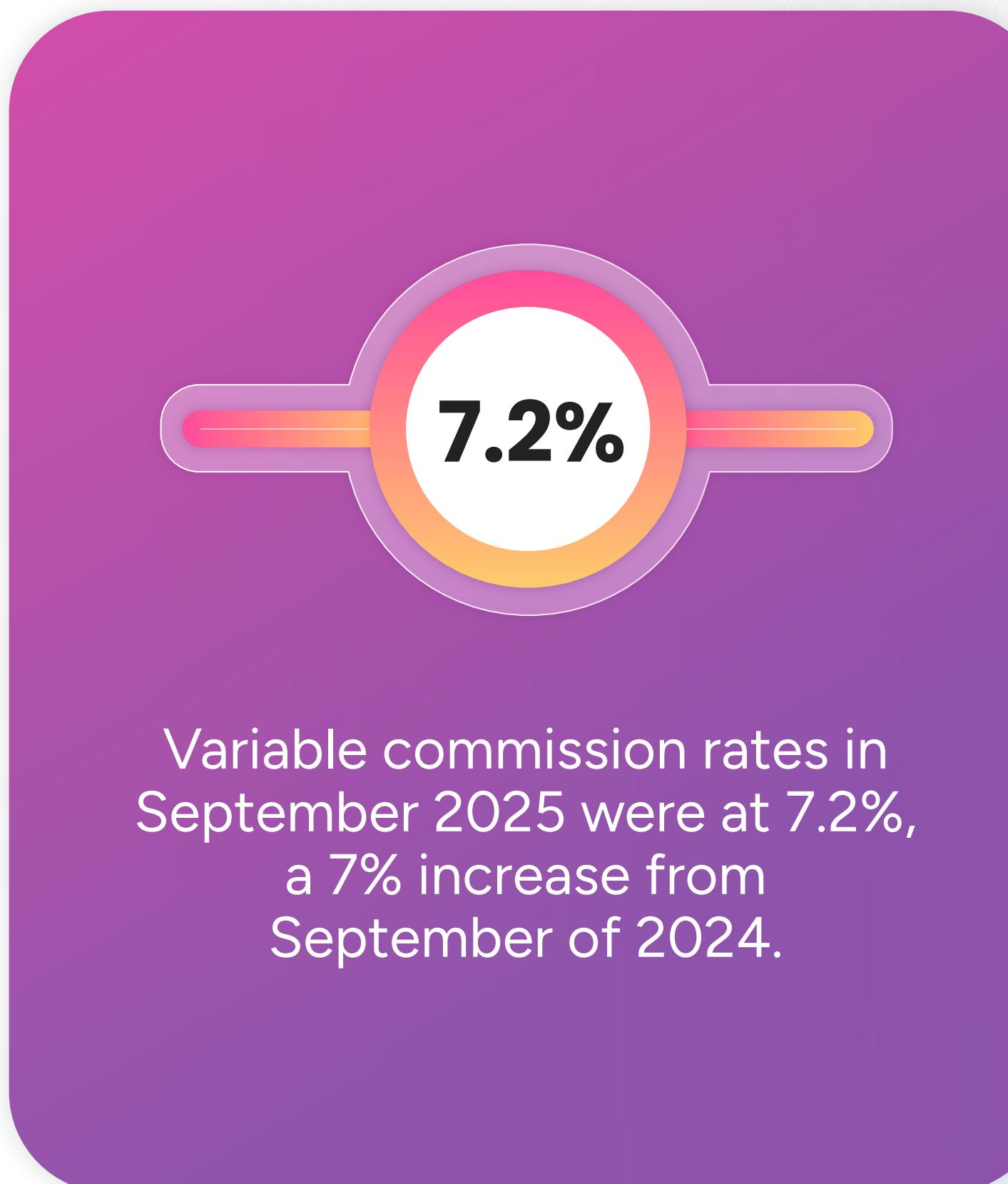
Drivers of monthly revenue growth



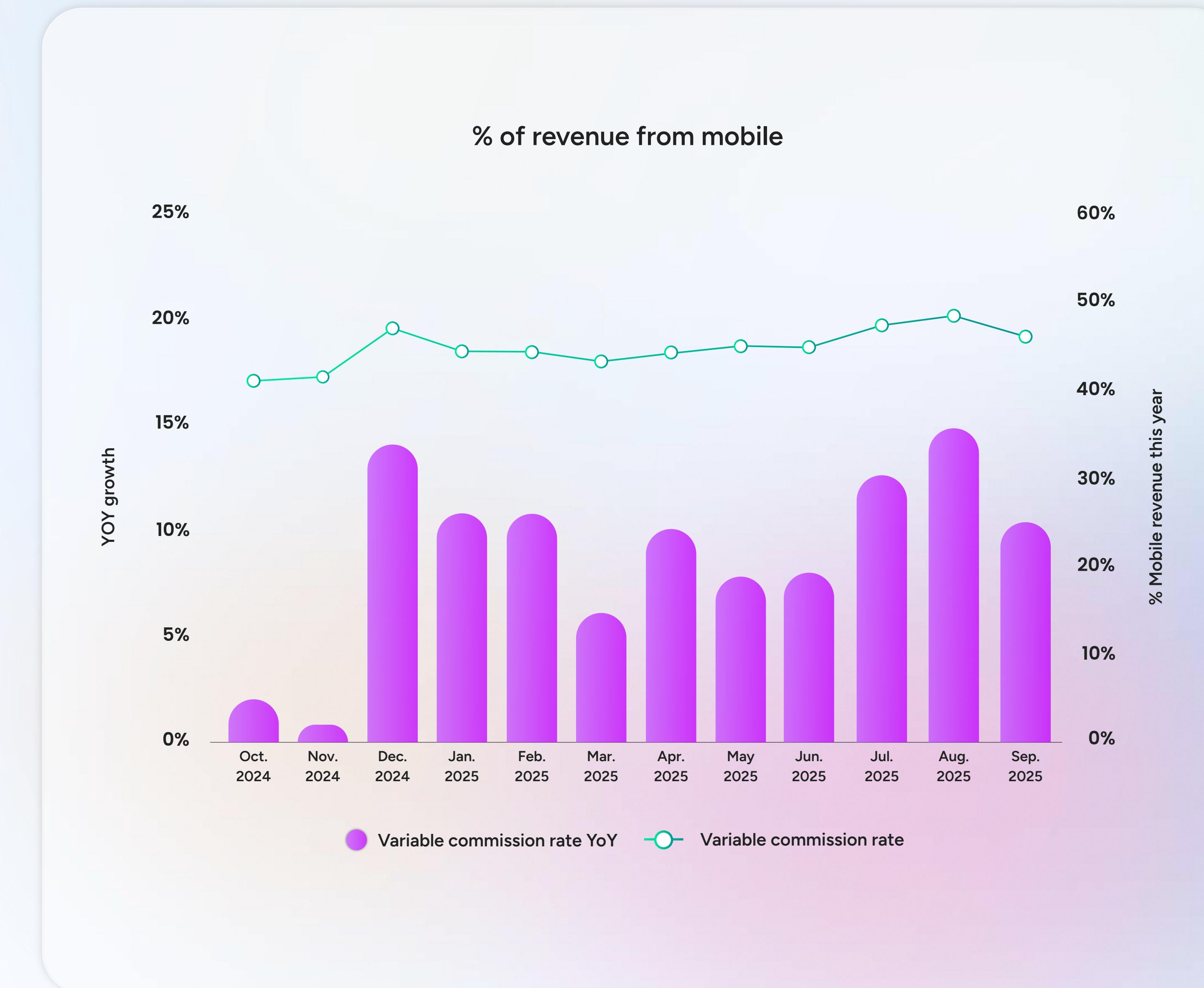
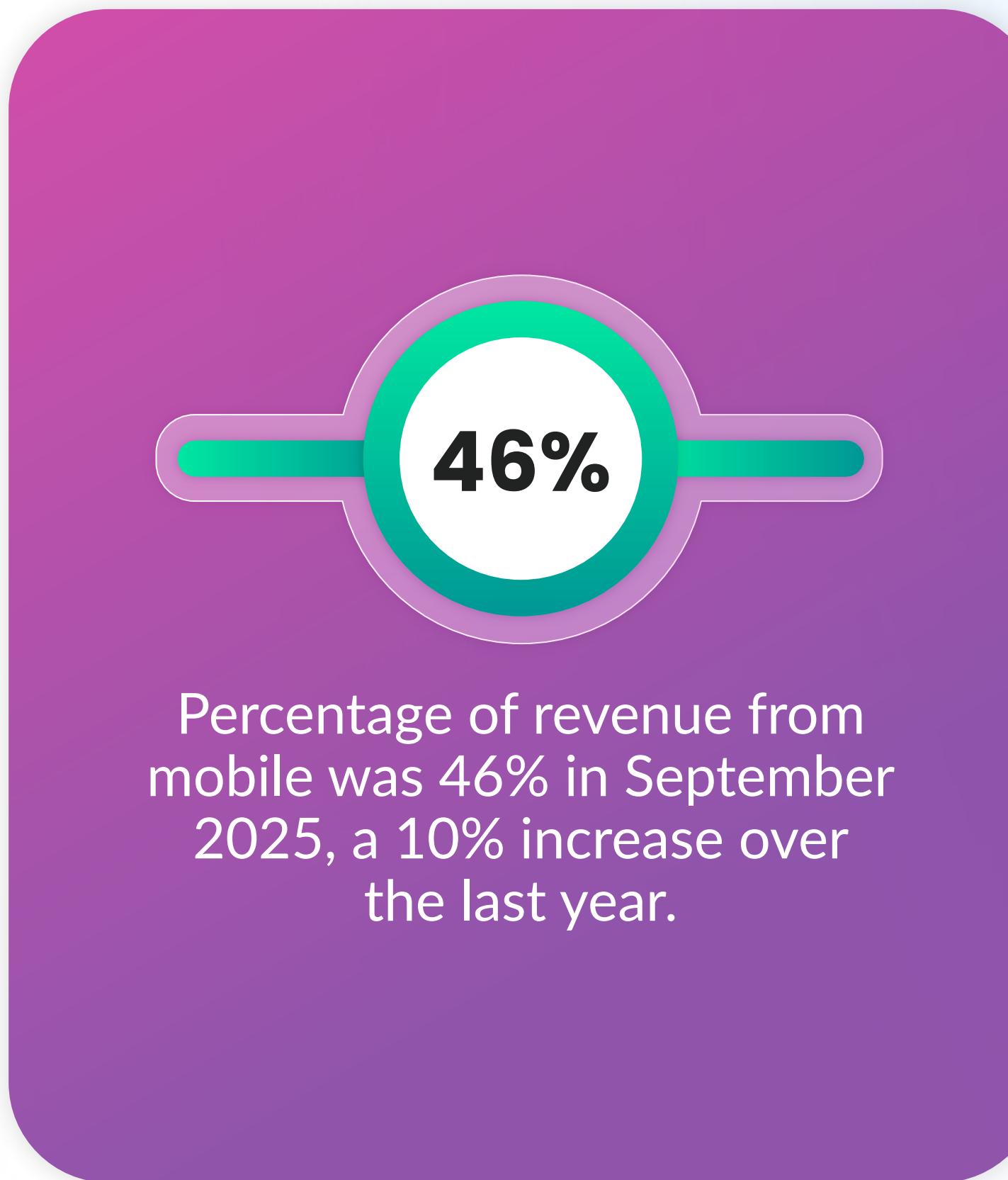
Monthly commission trends



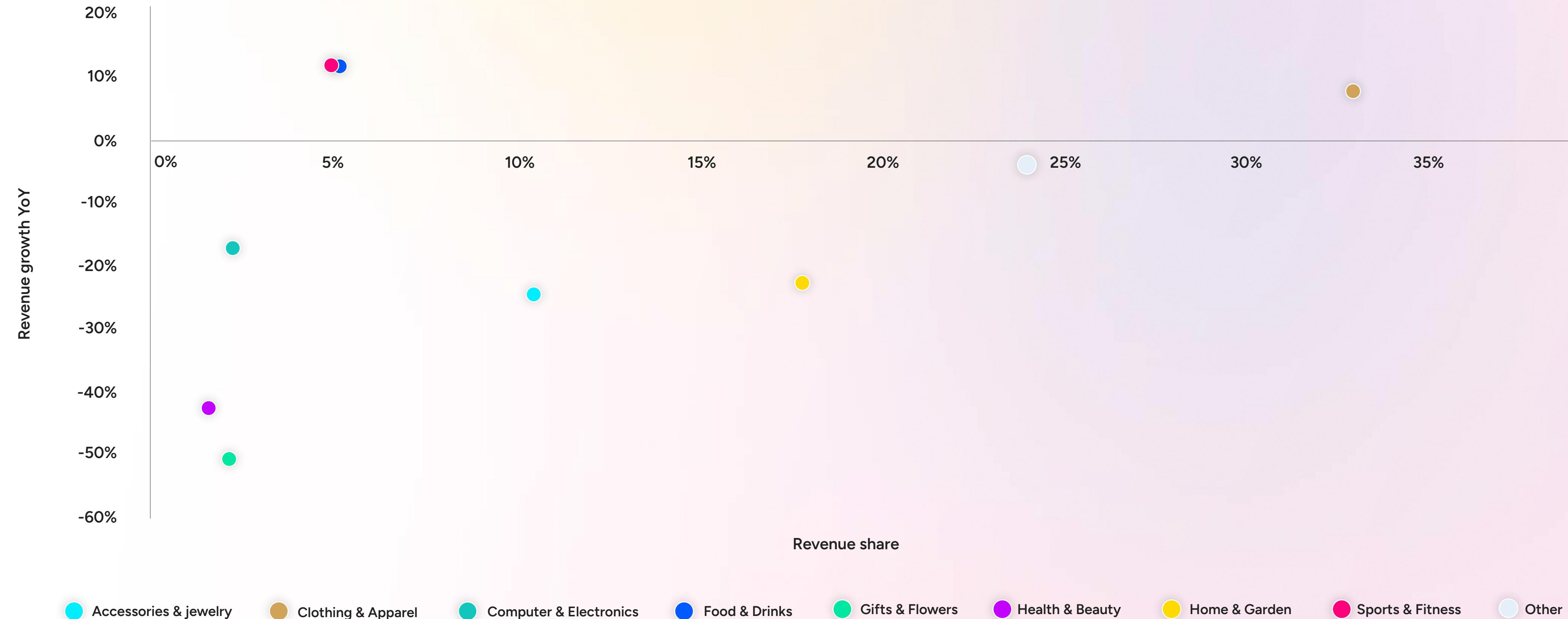
Monthly variable commission rates trends



Monthly mobile revenue share



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

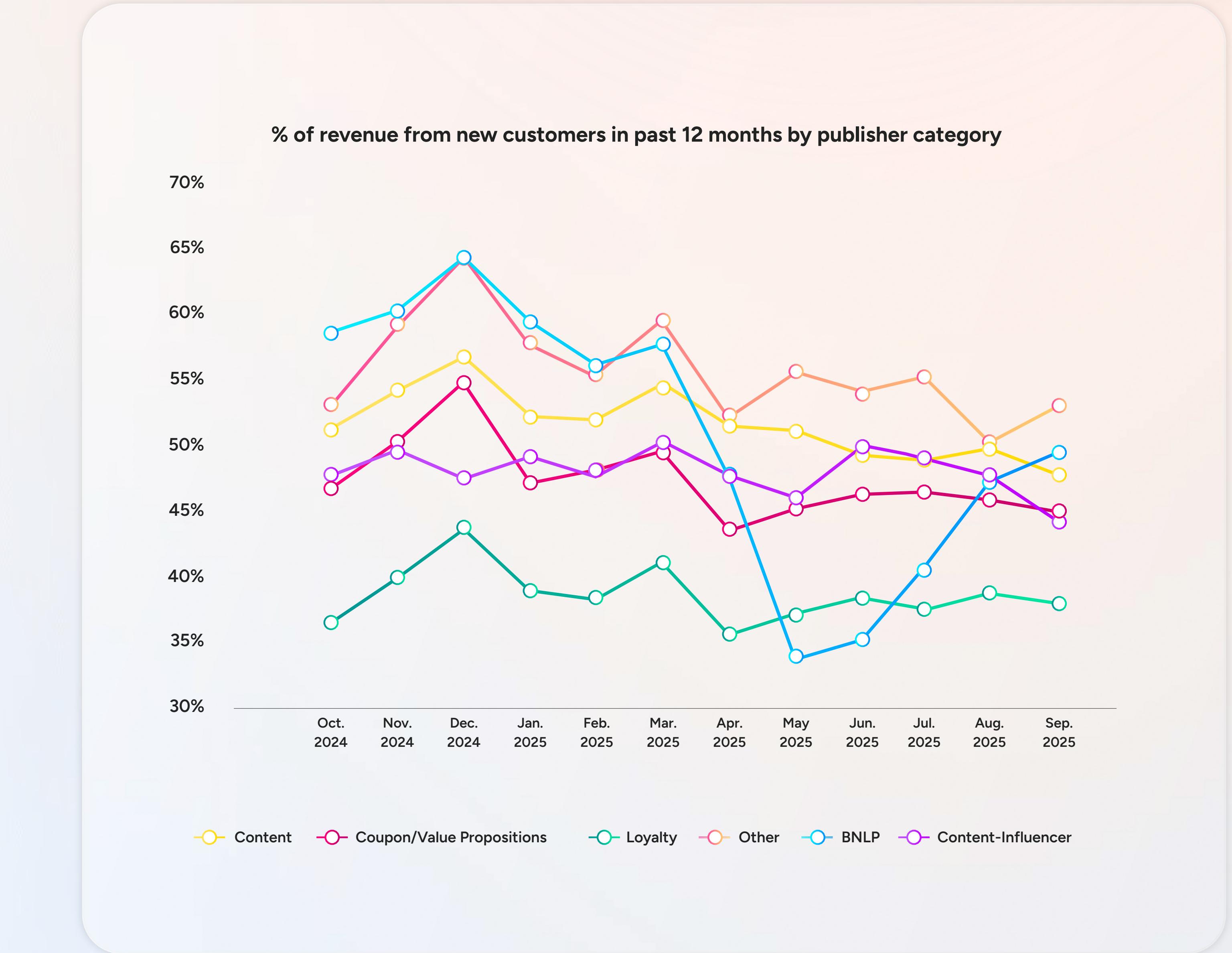
43%

In September 2025, the percentage of revenue acquired from new customers is 43%, a 9% YoY decrease.

% of revenue from new customers



New customer revenue by publisher category





Partnerize

A better way
to partner.



Interested in learning more with a Partnerize expert?

Contact us at contact@partnerize.com