

The Partnerize logo, featuring a stylized 'P' icon followed by the word 'Partnerize' in a white sans-serif font, all contained within a black rounded rectangular background.

Partnerize

A stylized bar chart with five orange vertical bars of varying heights, enclosed in a white circle with a drop shadow. The bars are positioned in the upper right quadrant of the page.

Partnership Growth Index™

EMEA Edition

Updated for Q1 2024

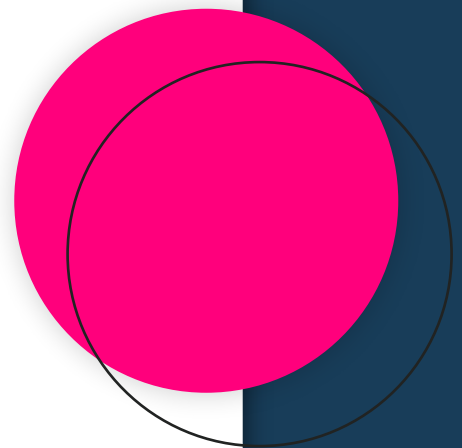


Introduction

Now, more than ever, marketers need data to serve as their guide. In response to this need, Partnerize examined key trends across regions to lend marketers insight they need to effectively benchmark, compare and optimize their partnership programs published in the Partnership Index.

The region-specific EMEA Partnership Index measures same store sales activity across all major industries directly attributable to partnerships in 2024 in comparison to the same period in 2023. EMEA brands tracked on the Partnerize platform contribute to the analysis of key trends including revenue, commission, conversion attributes and customer behavior.

The Partnership Index is not intended as a proxy for overall partnership marketing activity, e-commerce activity overall, or the performance of any individual business, including Partnerize t/a Performance Horizon Group. On a periodic basis, we review and update methodology and perform normalization to account for data anomalies that may occur.



Quarterly highlights

\$108
Average order value
(AOV)

1.38%
Conversion rate

\$19.53
ROAS

116/18
Average click active*
partners per
network/campaign

5.12%
Commission rate

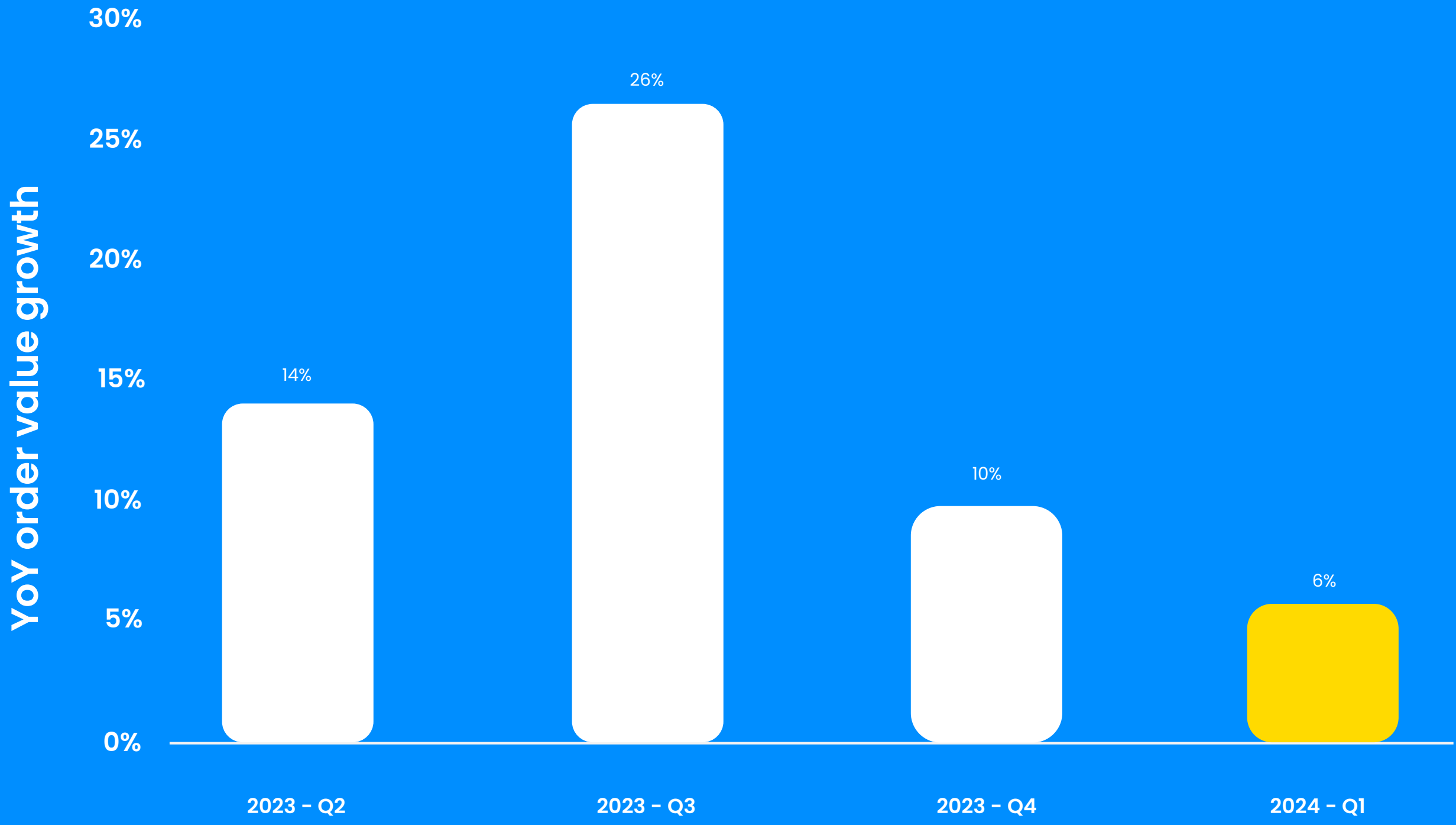
6%
Revenue YoY growth

1%
Publisher commission
YoY growth

183/25
Average conversion*
active partners per
network/campaign

* Click Active means > 10 clicks in quarter | Conversion Active means > 0 conversions in quarter.

Order value growth YoY

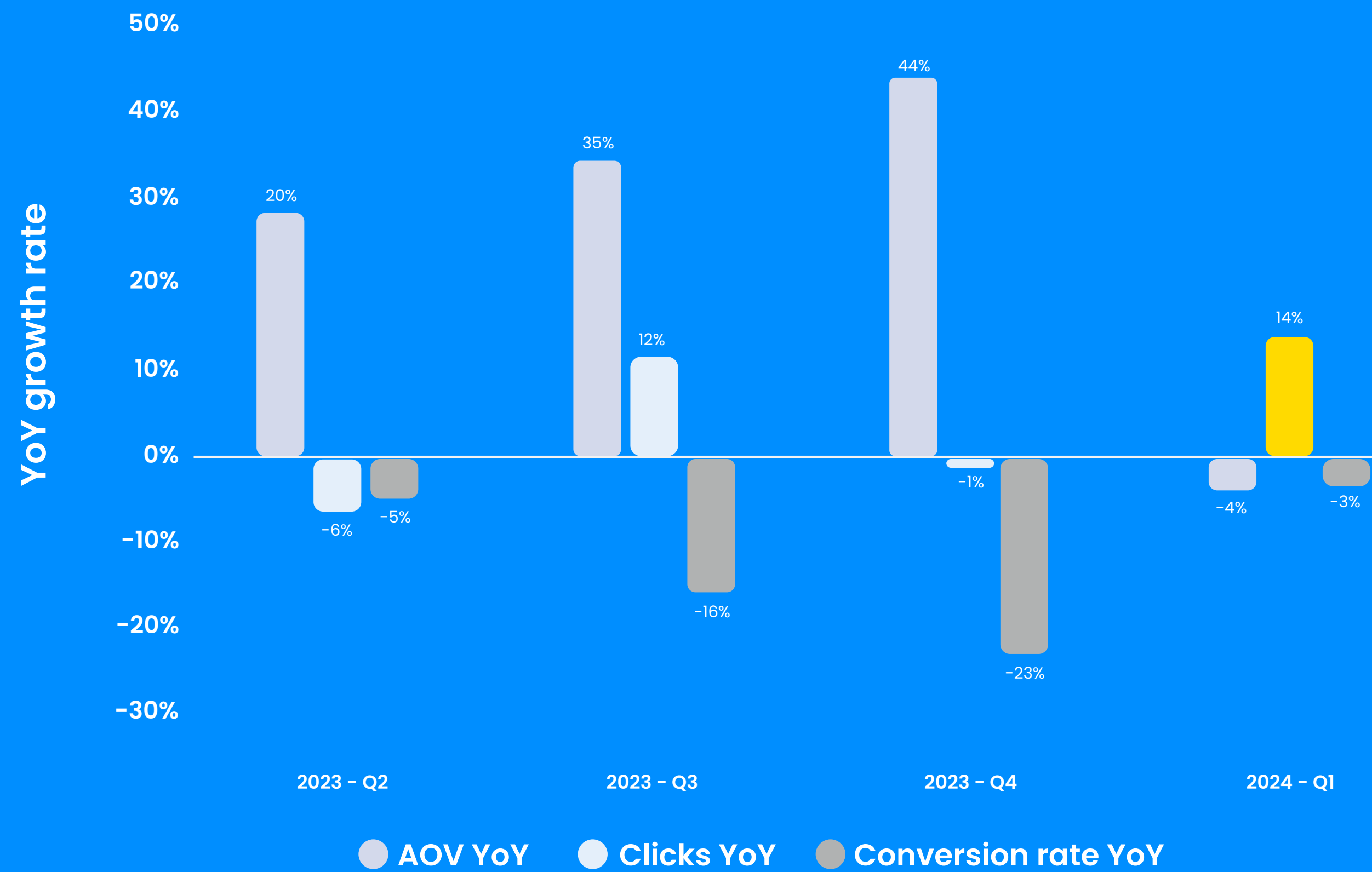


6%

Across all verticals in EMEA, order value has increased 6% YoY in Q1 2024.

Drivers of quarterly growth Q1

Drivers of growth rate

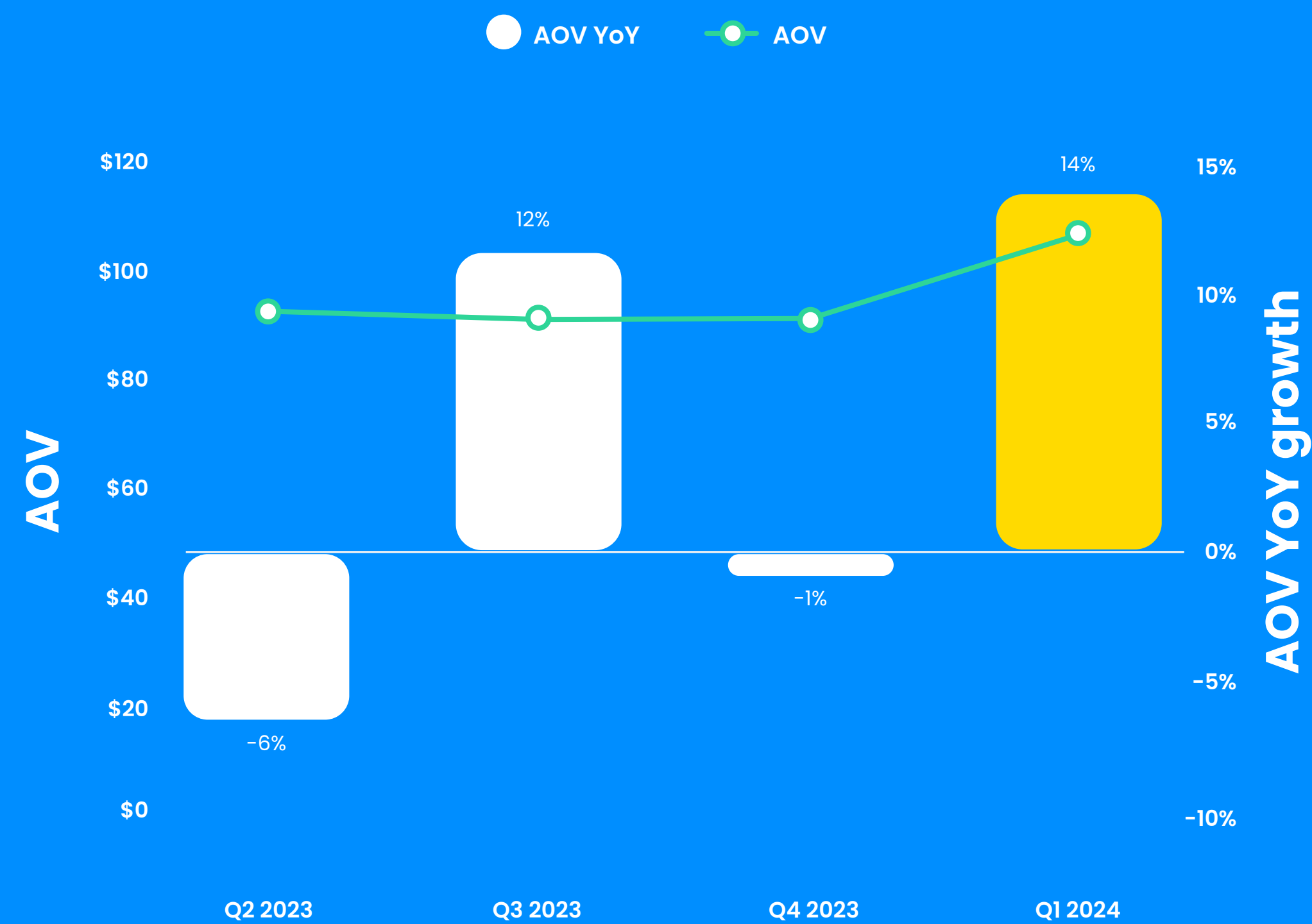


14%

Top contributors of YoY revenue growth in Q1 include a 14% YoY increase in AOV in to \$107.81 USD. Conversion Rate in Q1 2024 was 1.38%, a 3% decrease YoY.

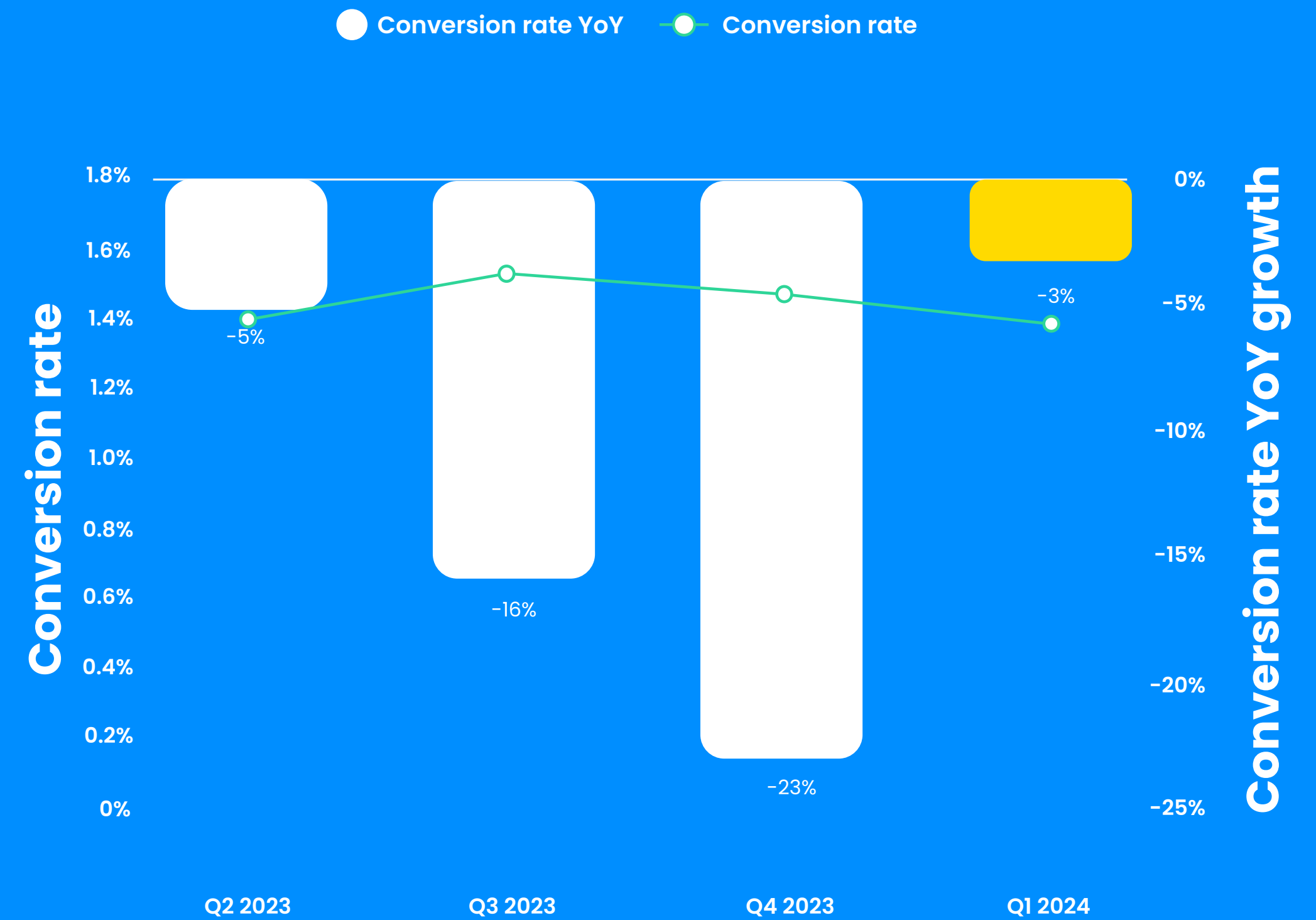
AOV (USD) and conv rate trends

AOV Trends



AOV has grown 14% YoY in Q1 2024 to \$107.81 USD.

Conversion Rate Trends

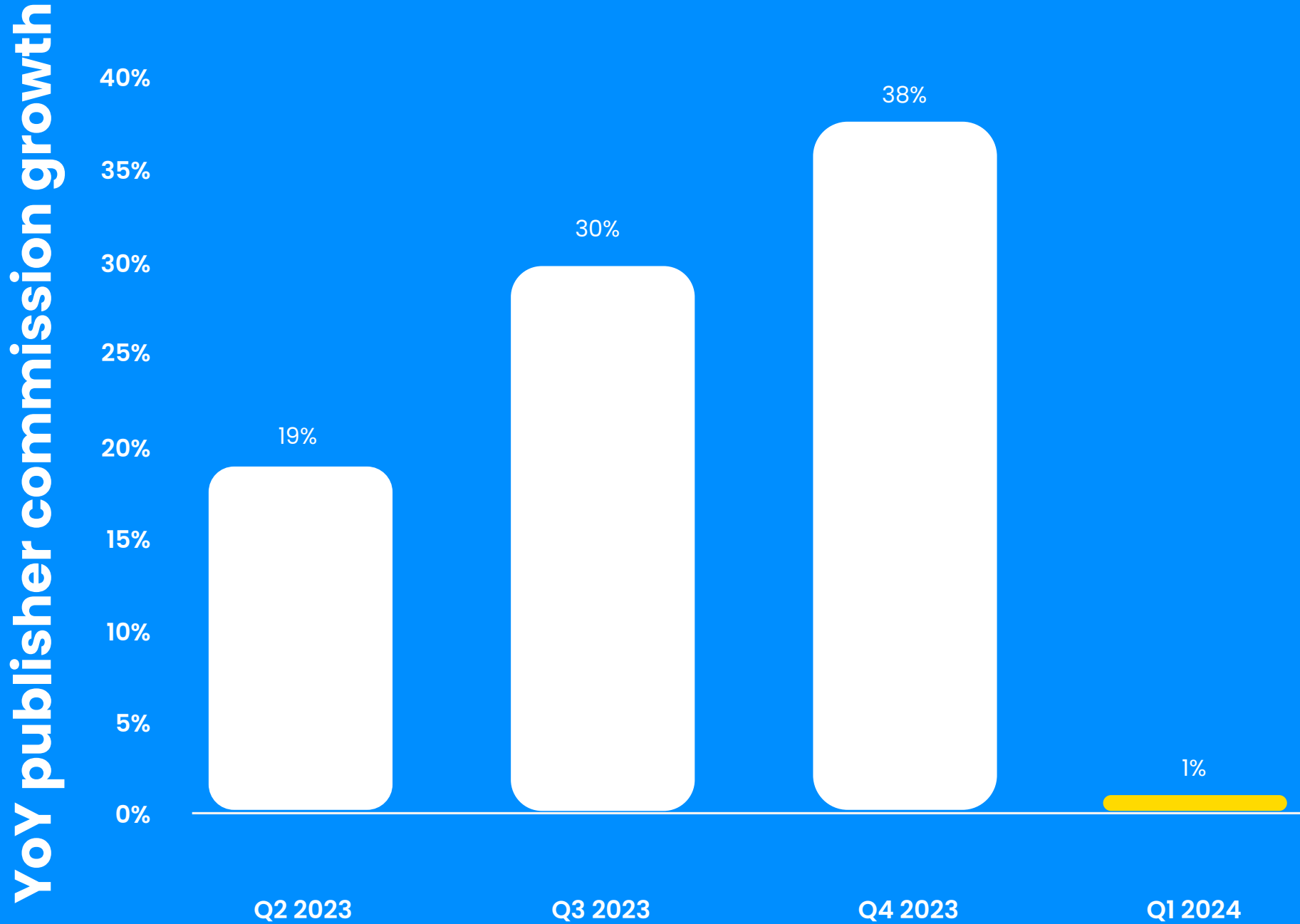


Conversion Rate in Q1 2024 was 1.38%, a 3% decrease YoY.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q4 2021.

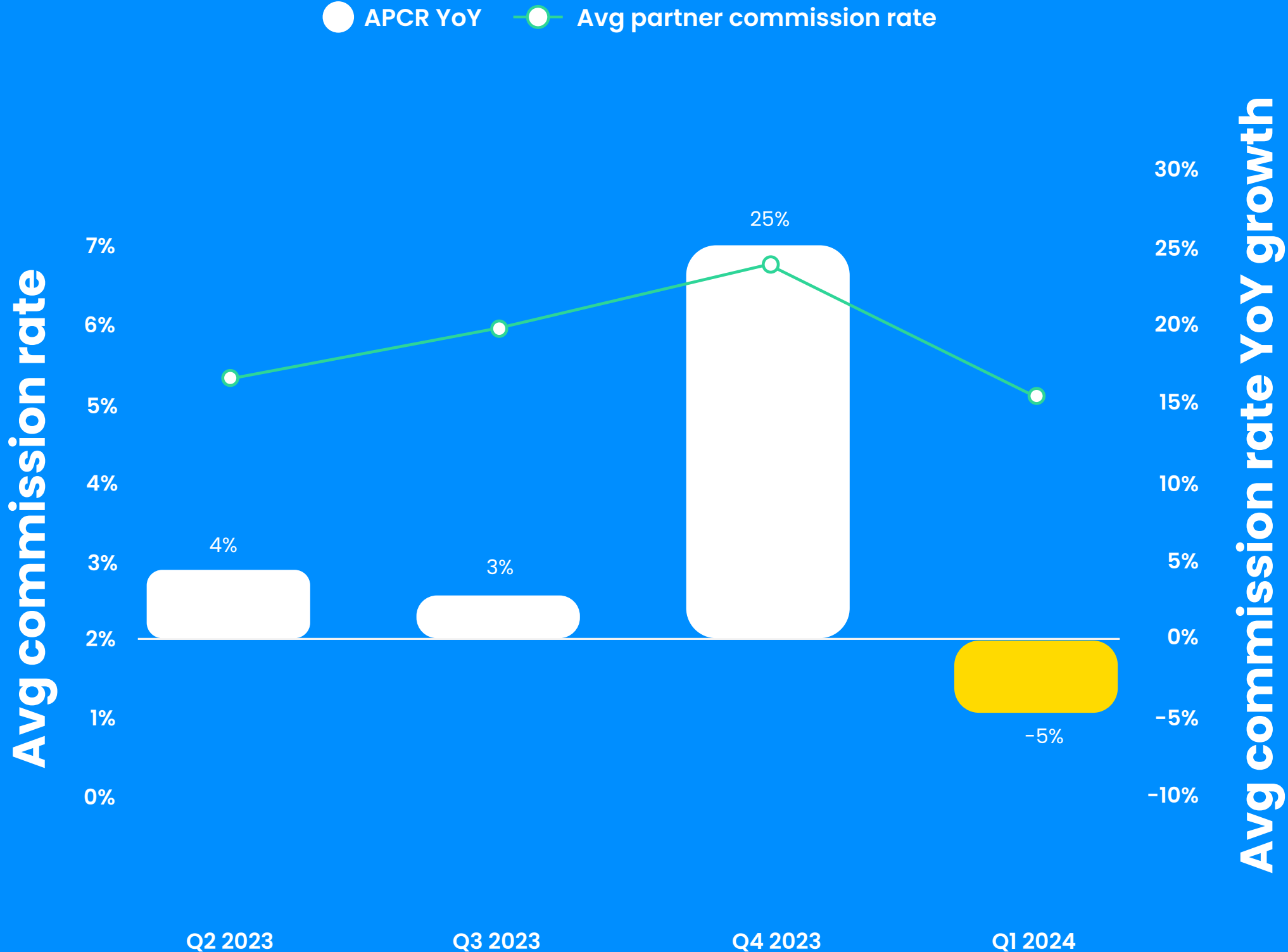
Publisher commission growth YoY

YoY publisher commission growth



Commission paid to publishers has grown 1% YoY in Q1 2024.

Avg publisher commission rate trends

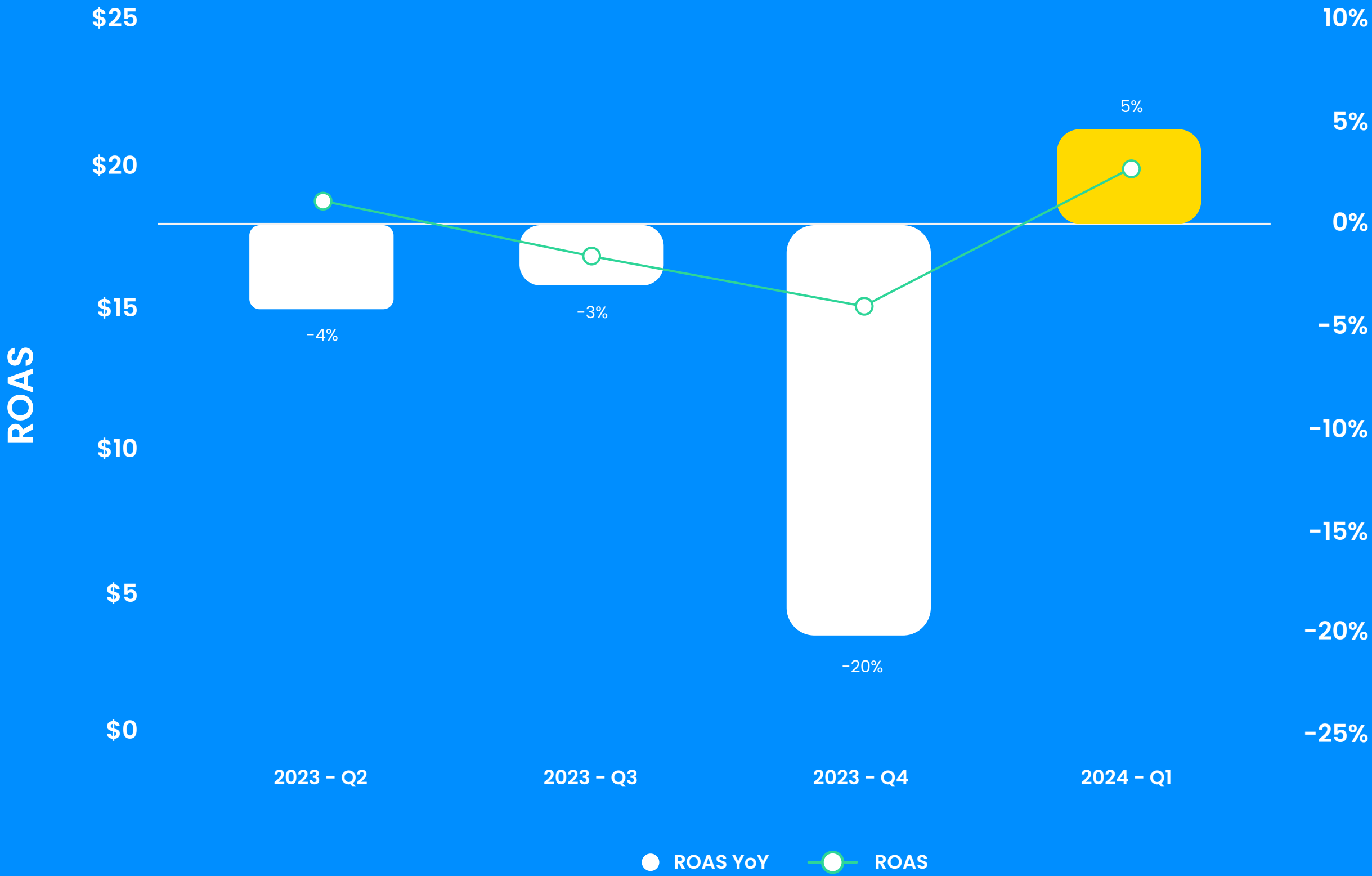


The average publisher commission rate in Q1 2024 was 5.1%, a 5% decrease YoY.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q4 2021.

Return on ad spend growth YoY

ROAS trends



\$19.53

The ROAS in Q1 2024 was \$19.53, a 5% increase YoY.

2024 Q1 share by partner category

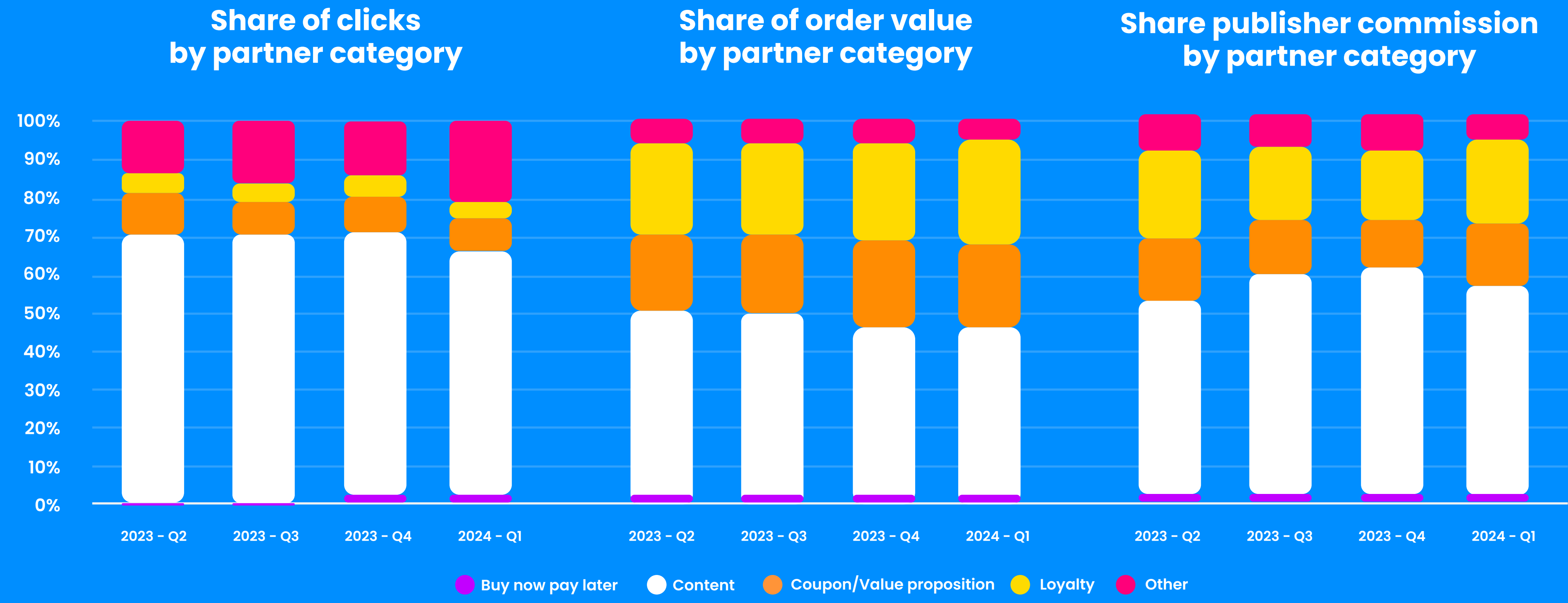
10

Partner vertical group	AOV (USD)	Conversion rate	Avg partner commission rate	ROAS (USD)
Buy now pay later	\$141	2.4%	4.2%	\$24
Content	\$152	0.7%	6.3%	\$16
Coupon/Value proposition	\$98	3.7%	3.9%	\$26
Loyalty	\$117	7.9%	4.1%	\$25
Other	\$26	1.1%	6.9%	\$14

- When evaluating partner categories across many KPIs, we see that each category has valuable contributions to a healthy diversified program.
 - BNPL, Content and loyalty are strong in AOV.
 - Loyalty and coupon are strong in conversion rate.
 - BNPL, Coupon and Loyalty have the highest ROAS.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q4 2021.

2024 Q1 share by partner category



- Content partners continue to maintain a high share of clicks over the last year.
- Content, Coupon, and Loyalty partners drive the majority of revenue for brands.
 - BNPL partners are an emerging category.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q4 2021.



A better way to partner.

Interested in learning more
with a Partnerize expert?

Contact us at

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