



Partnerize

Partnership Growth Index™

EMEA Edition

Updated for Q2 2024

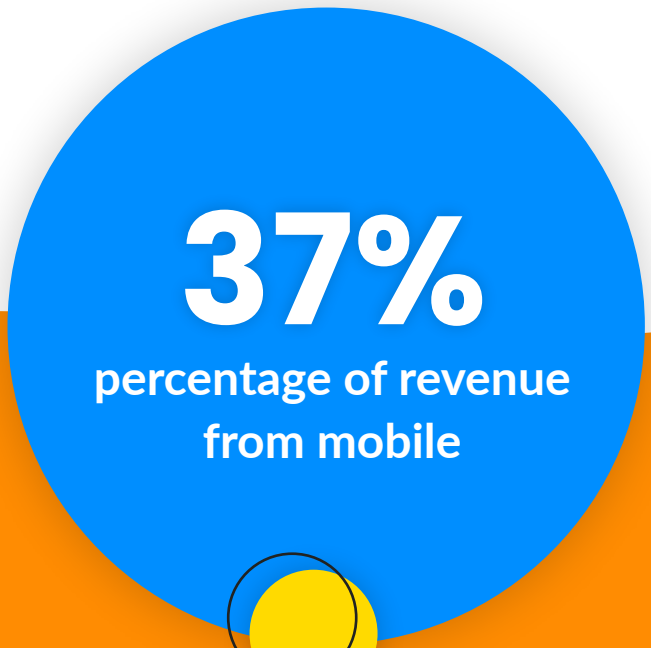
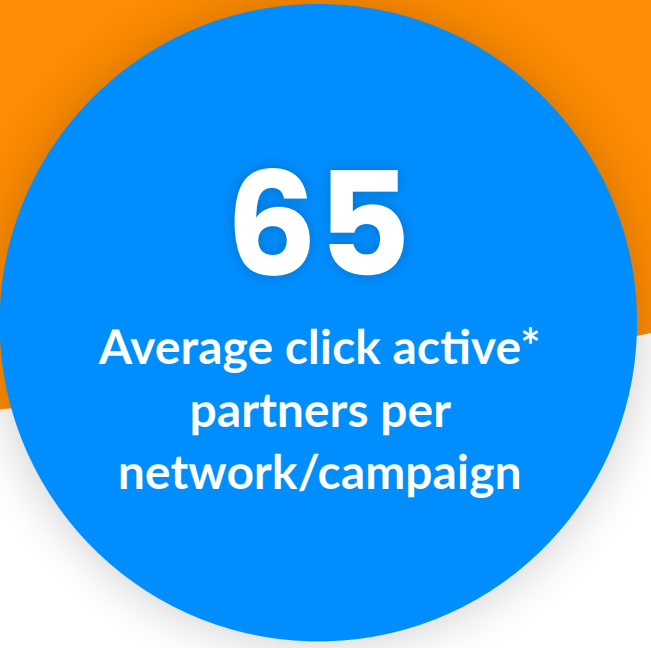
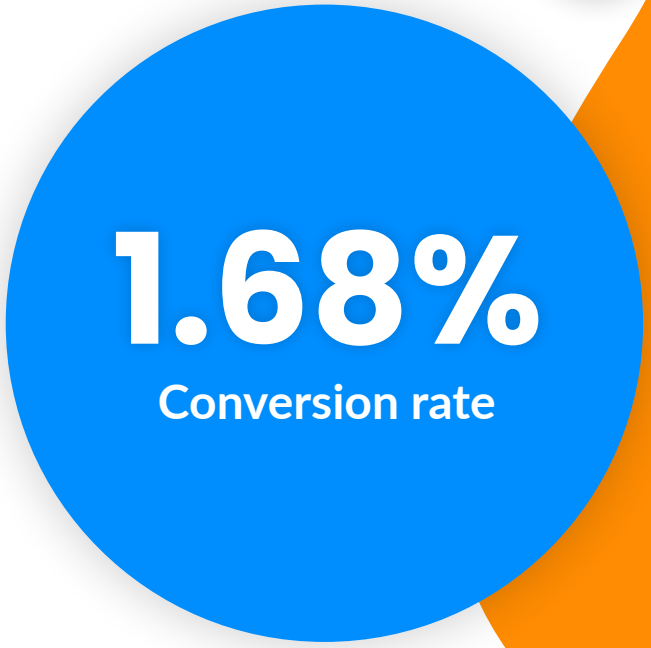
Introduction

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.

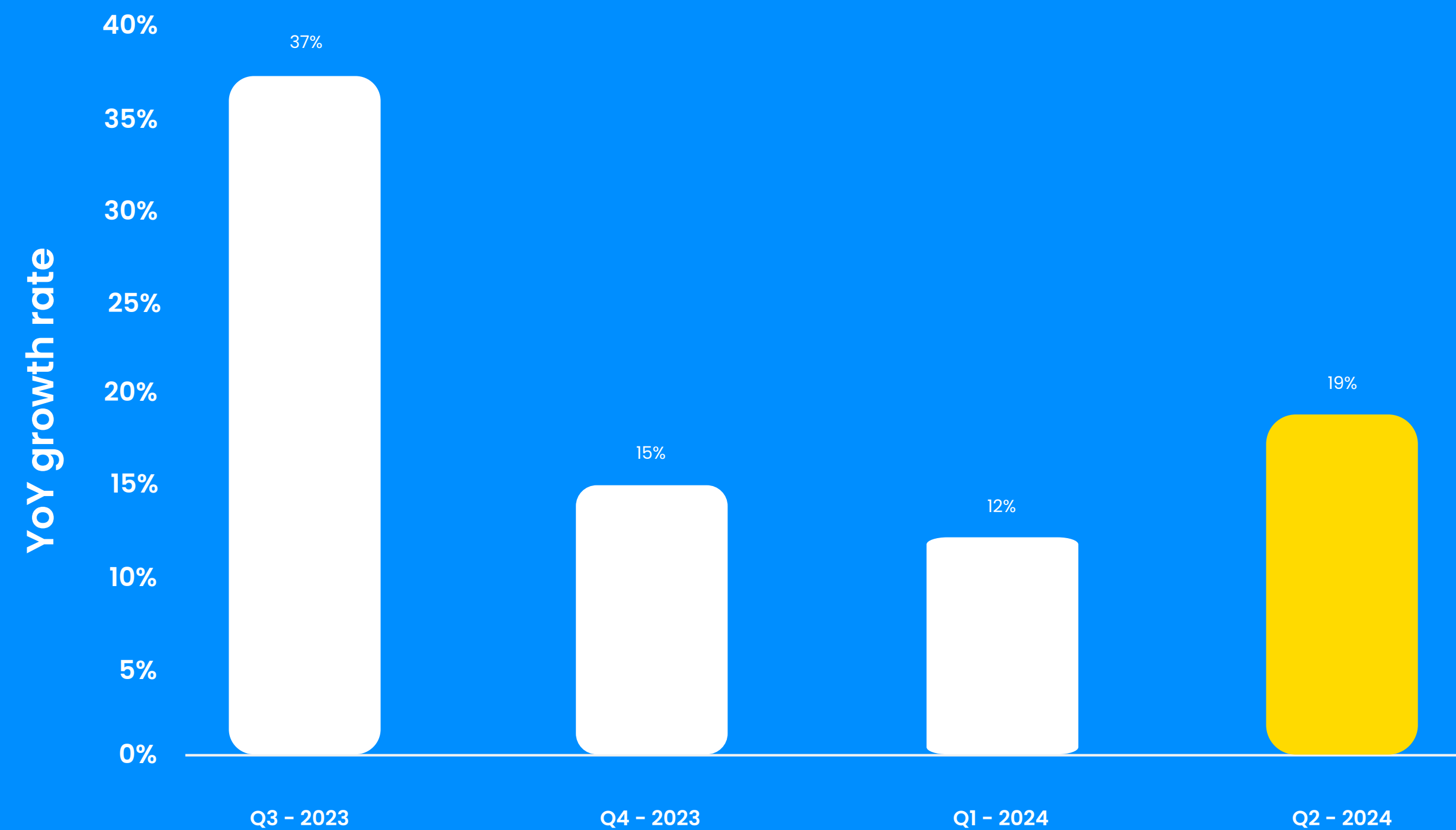
Quarterly highlights



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

Order value growth YoY

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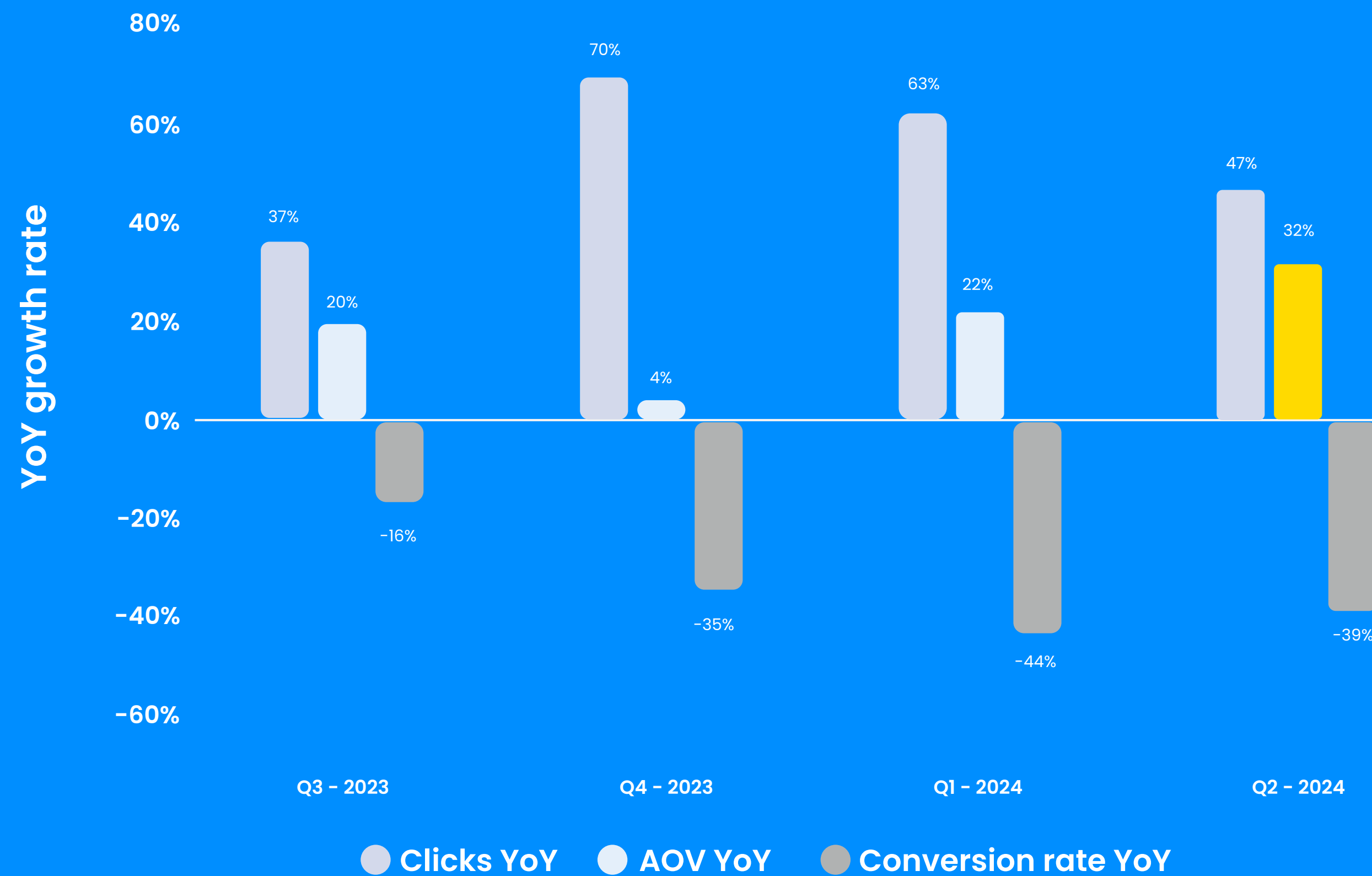
19%

Across all verticals in EMEA,
order value has increased
19% YoY in Q2 2024.

Drivers of quarterly growth Q2

5

Drivers of growth rate



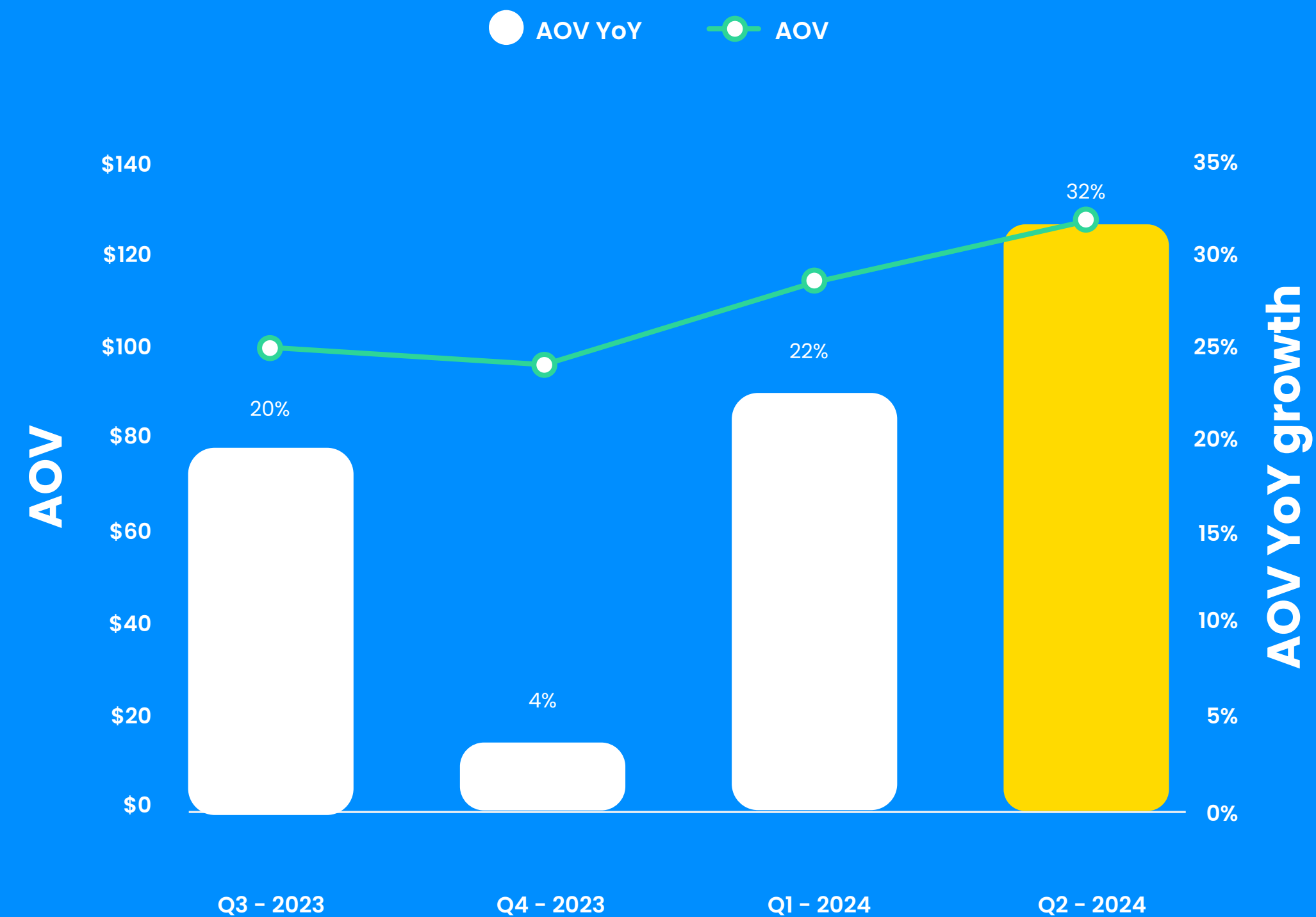
32%

Top contributors of YoY revenue growth in Q2 include a 32% YoY increase in AOV to \$128 USD. Conversion Rate was down 39% while clicks were up 47% YoY.

AOV (USD) and conv rate trends

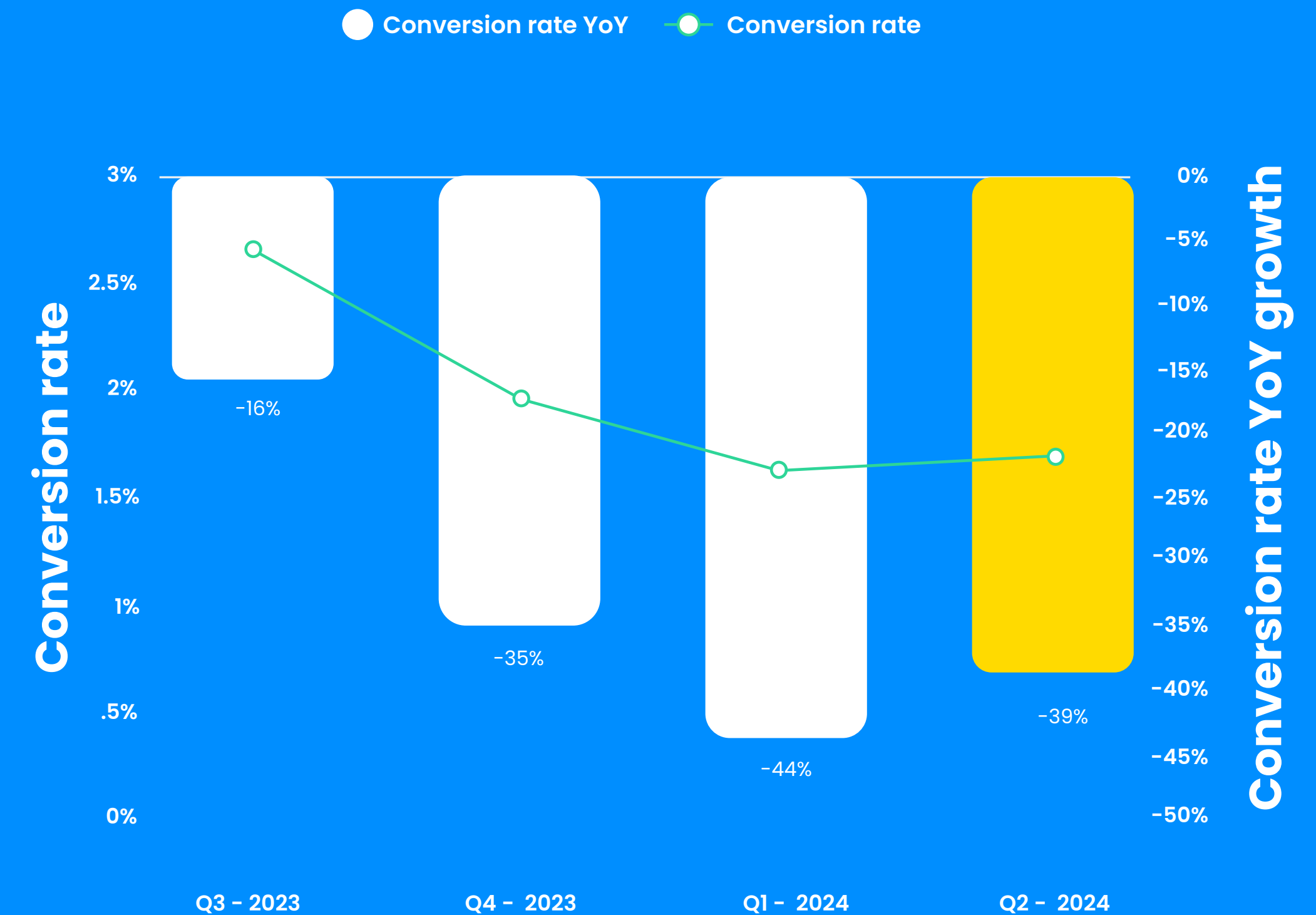
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AOV Trends



AOV has grown 32% YoY in Q2 2024 to \$128 USD.

Conversion Rate Trends

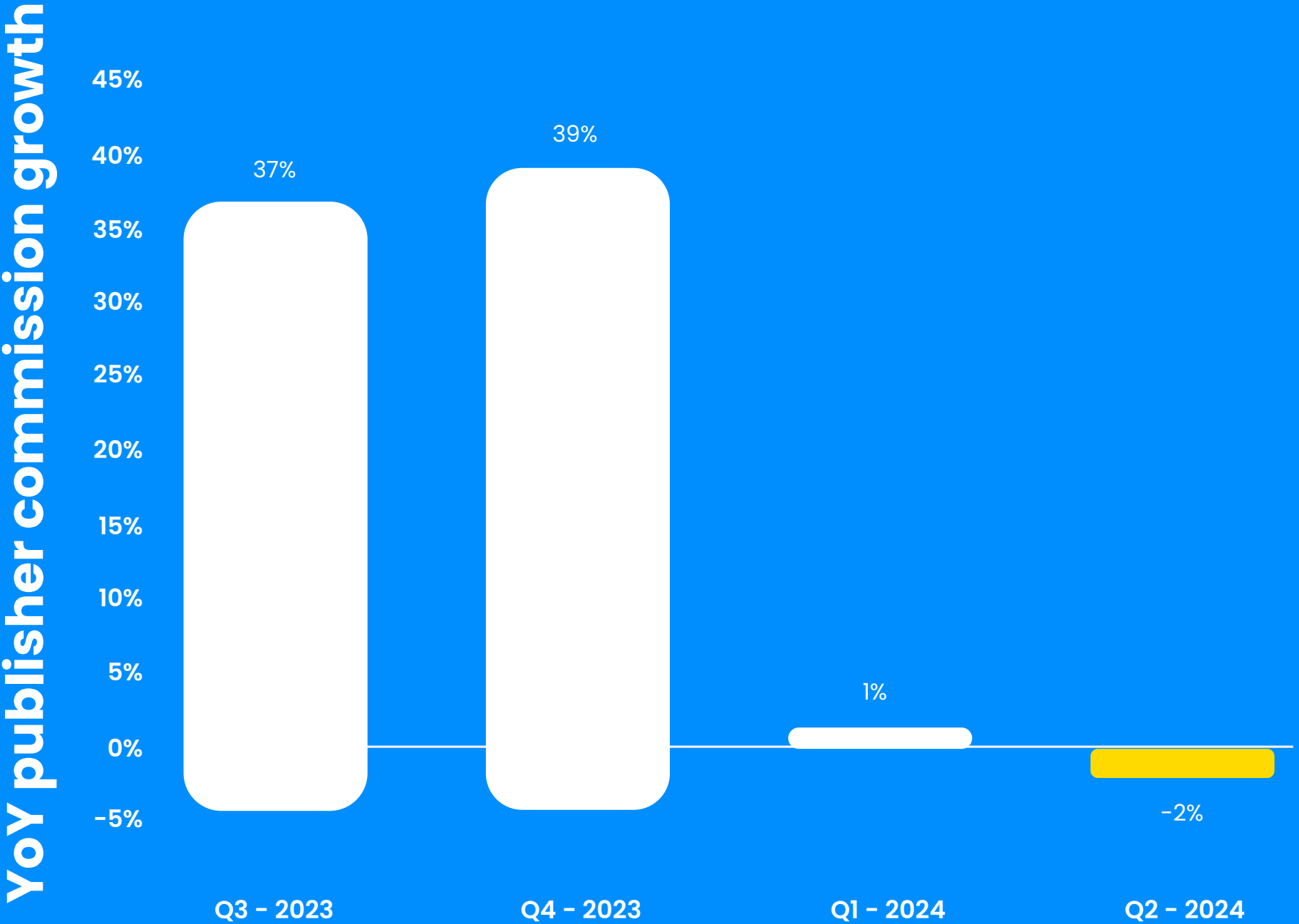


Conversion Rate in Q2 2024 was 1.68%, a 39% decrease YoY.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2022.

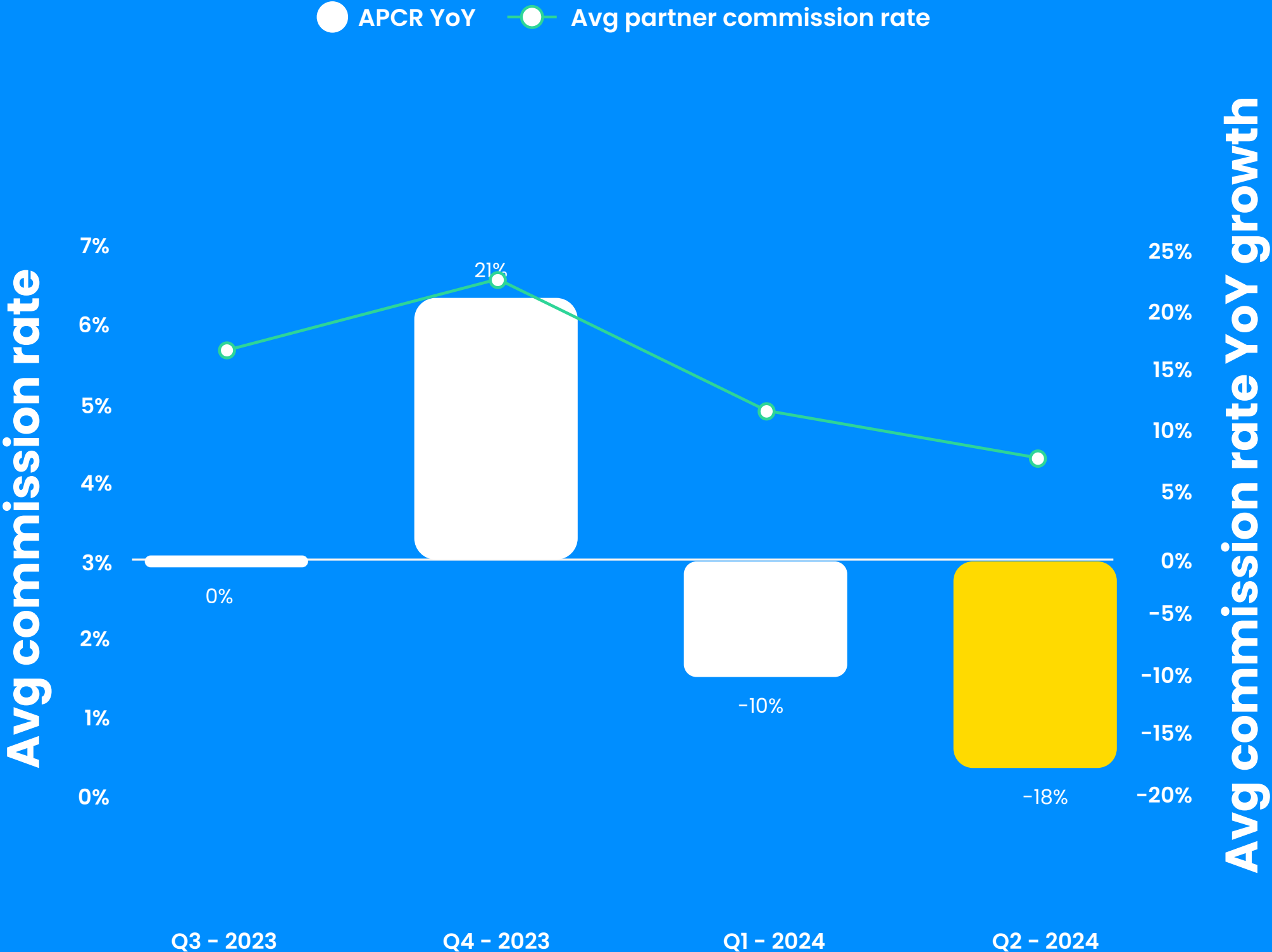
Publisher commission growth YoY

YoY publisher commission growth



Commission paid to publishers has declined 2% YoY in Q2 2024.

Avg publisher commission rate trends

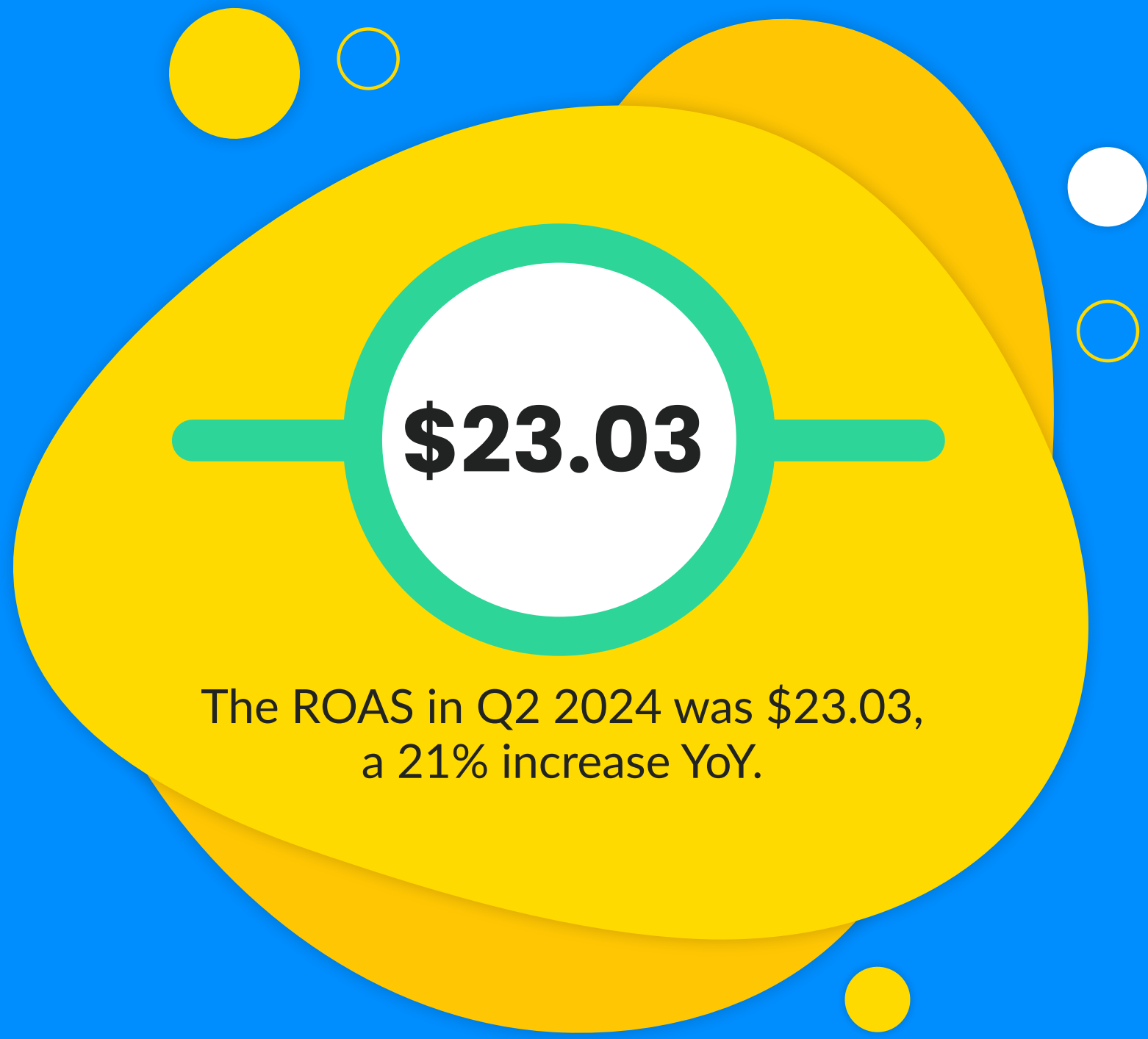
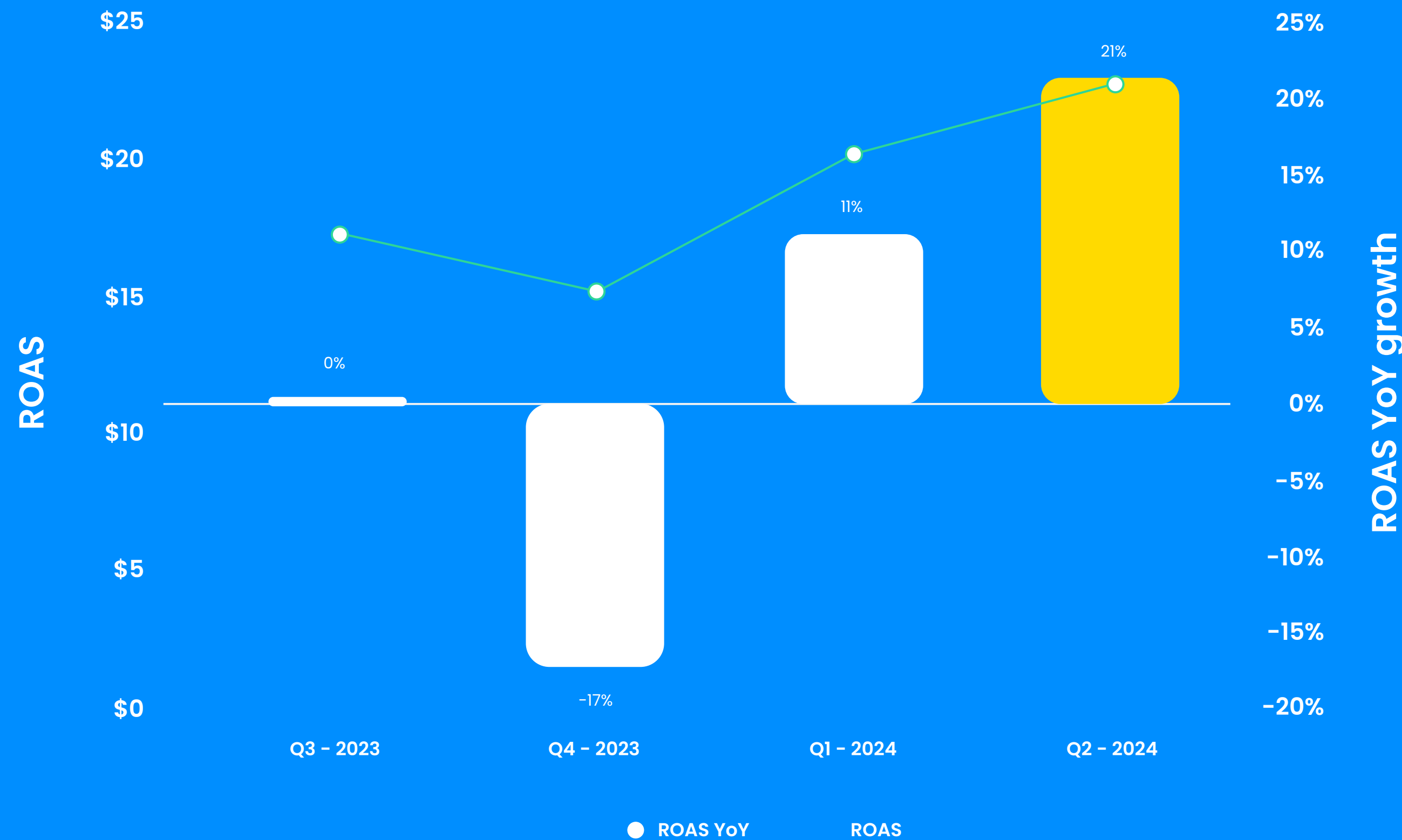


The average publisher commission rate in Q2 2024 was 4.3%, an 18% decrease YoY.

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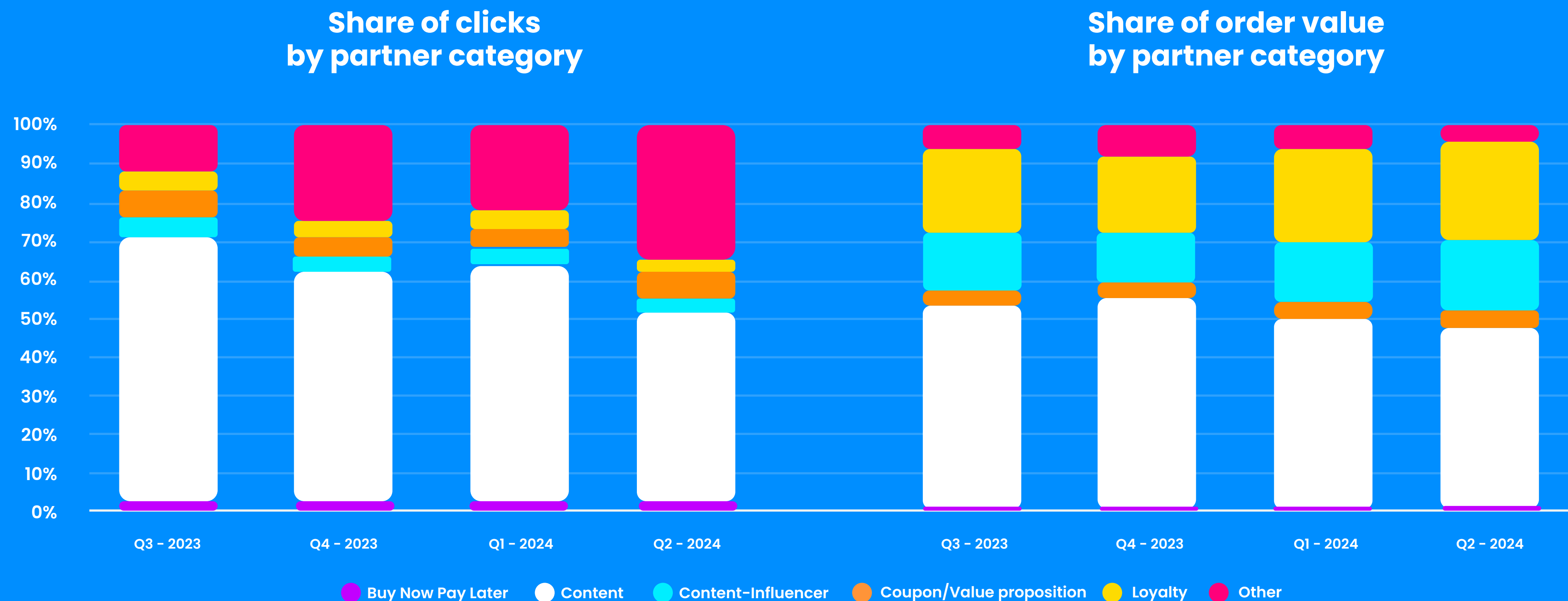
Return on ad spend growth YoY

ROAS trends



2024 Q2 share by partner category

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- Content partners have maintained the majority share of clicks in the last 12 months.
- The other category is growing in clicks, but this is tied to only a handful of partners related to a subset of fintech brands.
 - Loyalty and content partners receive the largest amount of publisher commission from brands
- Content, coupon, & loyalty partners drive the majority of overall revenue and new customer revenue for brands.
 - BNPL partners are an emerging type.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2022.

2024 Q2 share by partner category

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Partner vertical group	AOV (USD)	Conversion rate	Avg partner commission rate	ROAS (USD)
Buy Now Pay Later	\$140	3.2%	4.3%	\$23.28
Content	\$155	0.8%	6.1%	\$16.45
Content – Influencer	\$158	0.7%	10.2%	\$9.84
Coupon/Value proposition	\$110	7.0%	3.6%	\$27.79
Loyalty	\$135	9.8%	3.8%	\$26.25
Other	\$25	1.3%	7.5%	\$13.34

- Content, influencers & BNPL are strong in AOV.
- Coupon, loyalty & BNPL have a high conversion rate.
- BNPL, coupon and loyalty have a strong ROAS given their lower APCR.
- BNPL drives the highest percentage of new customer revenue.
- BNPL is used more than 80% on mobile devices.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2022.



A better way to partner.

Interested in learning more
with a Partnerize expert?

Contact us at

contact@partnerize.com