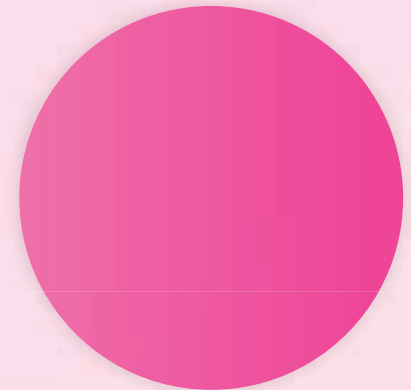
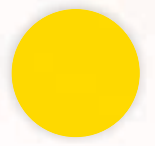




Partnership growth index

Updated for Q2 2025
EMEA Edition





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 AMR Partnership Index measures same store sales activity across all major industries directly attributable to partnerships in 2025 in comparison to the same period in 2024. AMR 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.

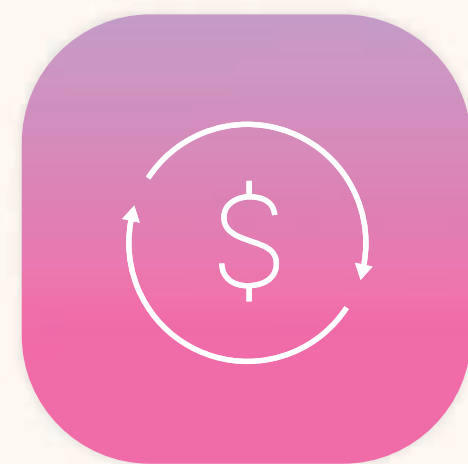
Quarterly highlights



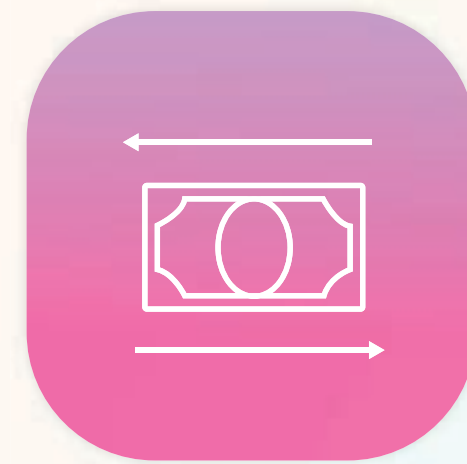
Average order
value (AOV)
\$118



Percentage of revenue
from new customers
+40%



ROAS
\$19.05



Conversion rate
+2.55%



Revenue YoY growth
+3%



Commission rate
+5.2%



Percentage of revenue
from mobile
+54%



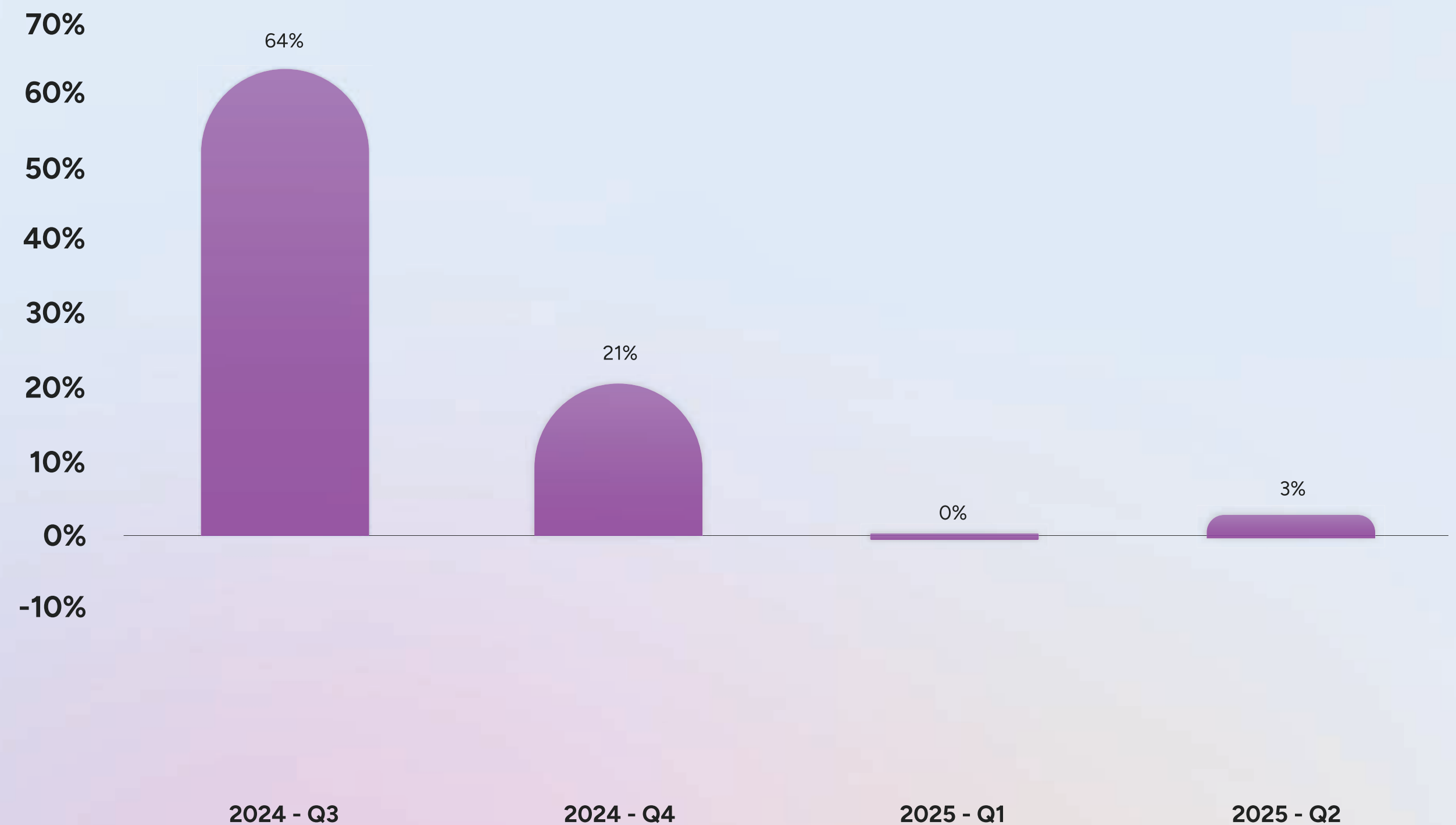
Publisher commission
YoY growth
+12%

Order value growth YoY

+3%

In EMEA, order value has increased 3% YoY in Q2 2025.

Order value growth YoY



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

Drivers of growth trends

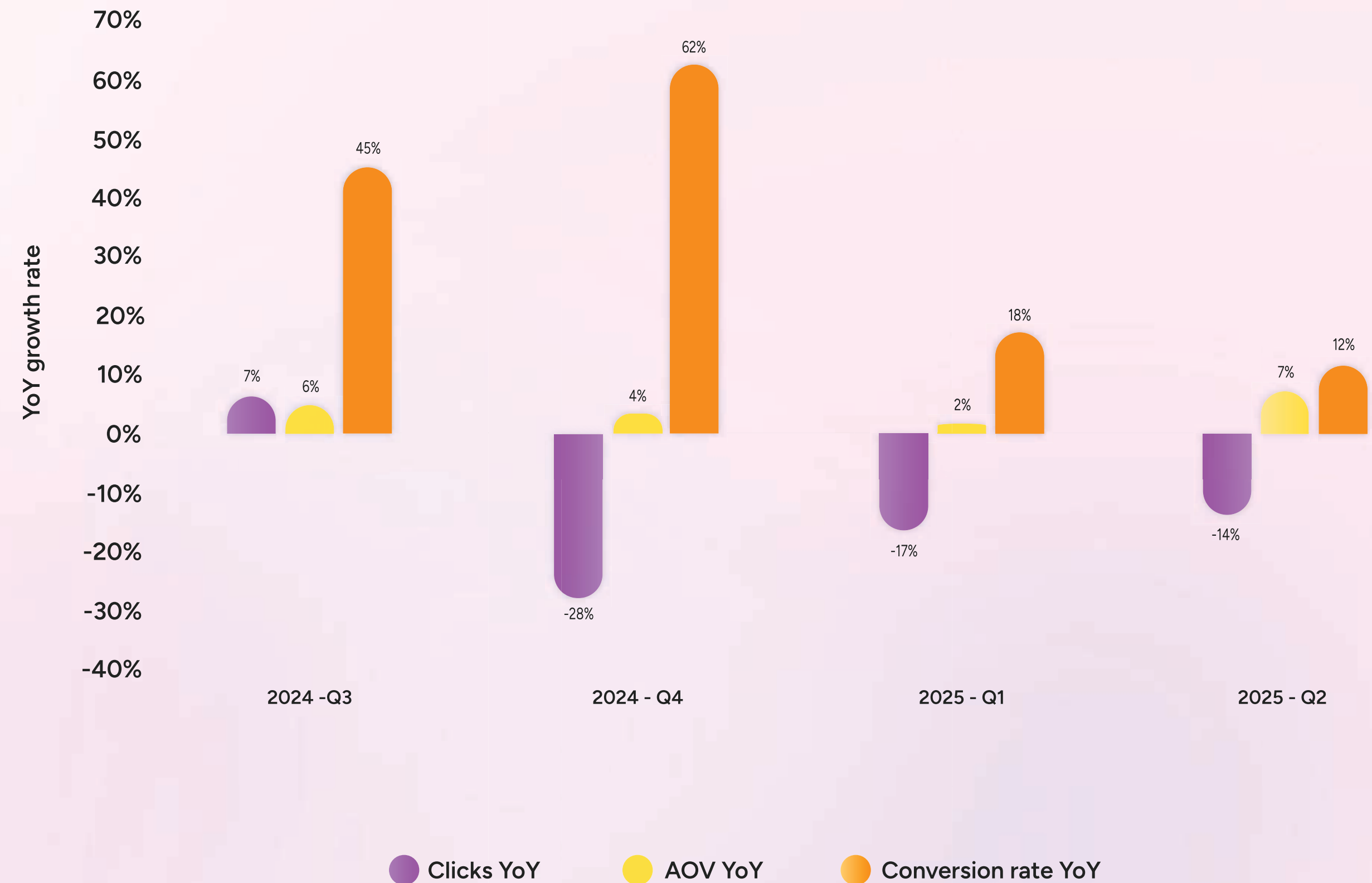
+7%
AOV

-14%
Clicks

+12%
Conversion rate

Top contributors of YoY revenue growth in Q2 include a 7% YoY increase in AOV to \$118 USD. Conversion rate was up 12% while clicks were down 14% YoY.

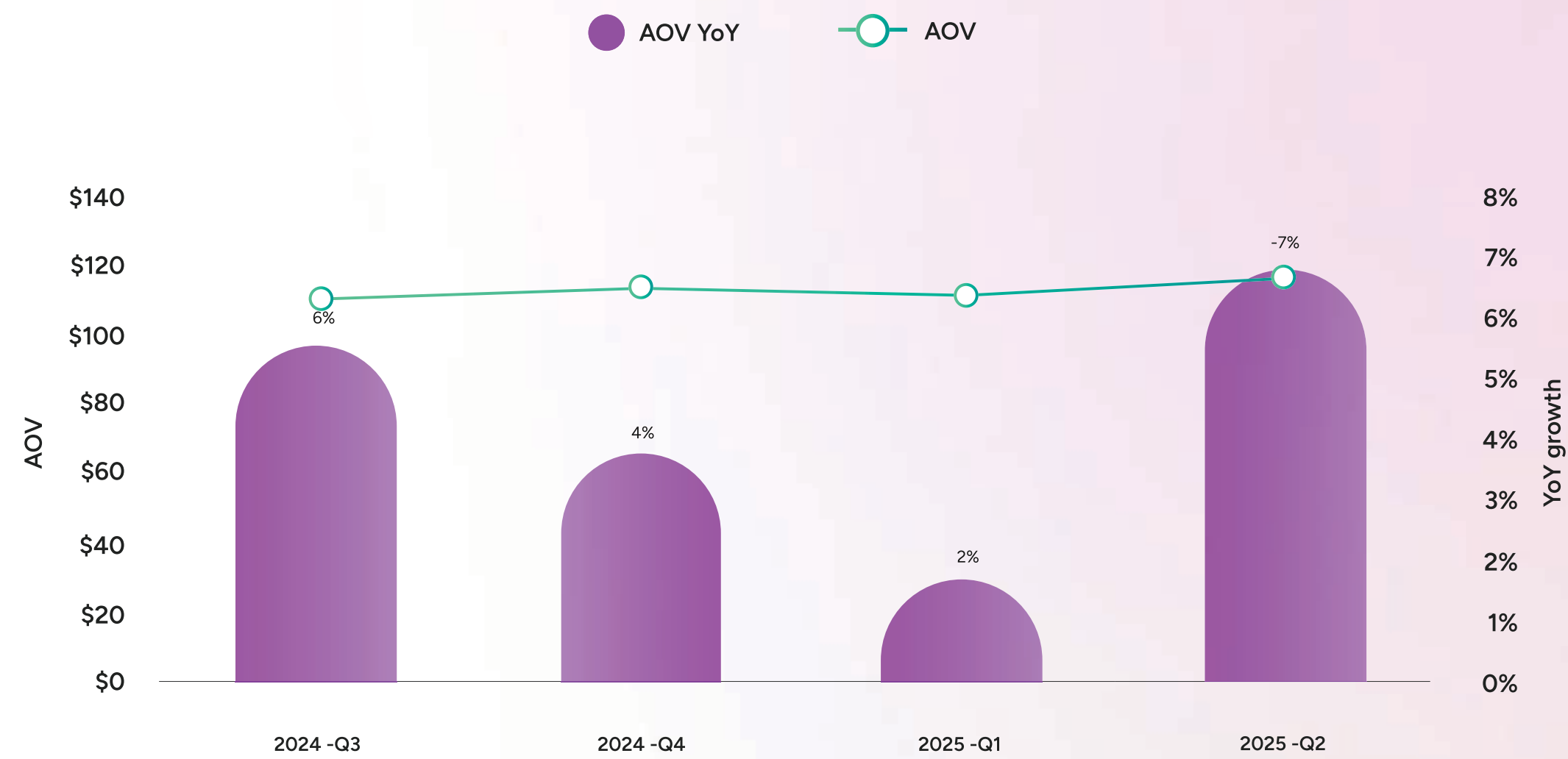
Drivers of growth trends



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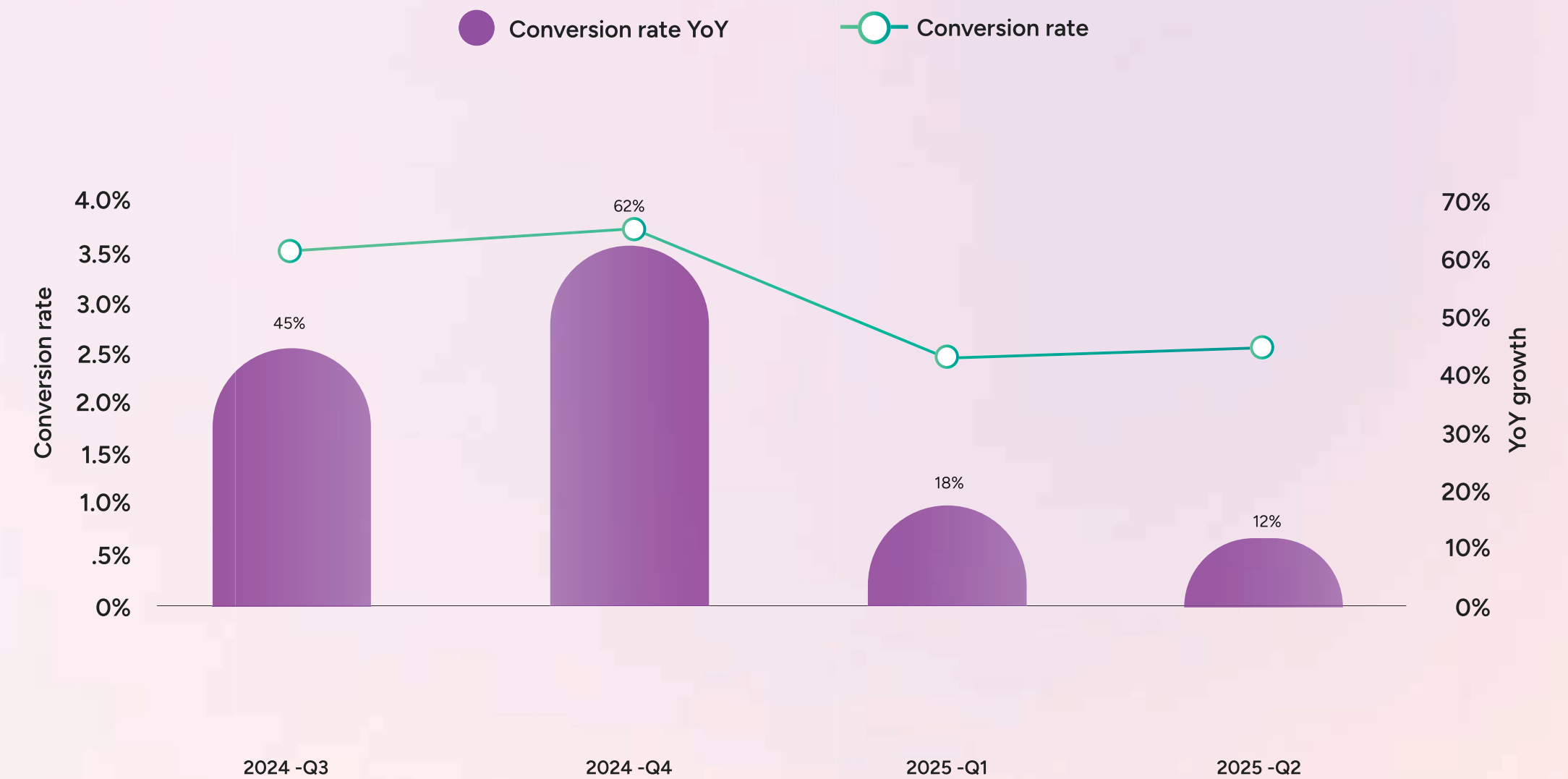
AOV (USD) and conv rate trends

AOV Trends



AOV has grown 7% YoY in Q2 2025 to \$118 USD.

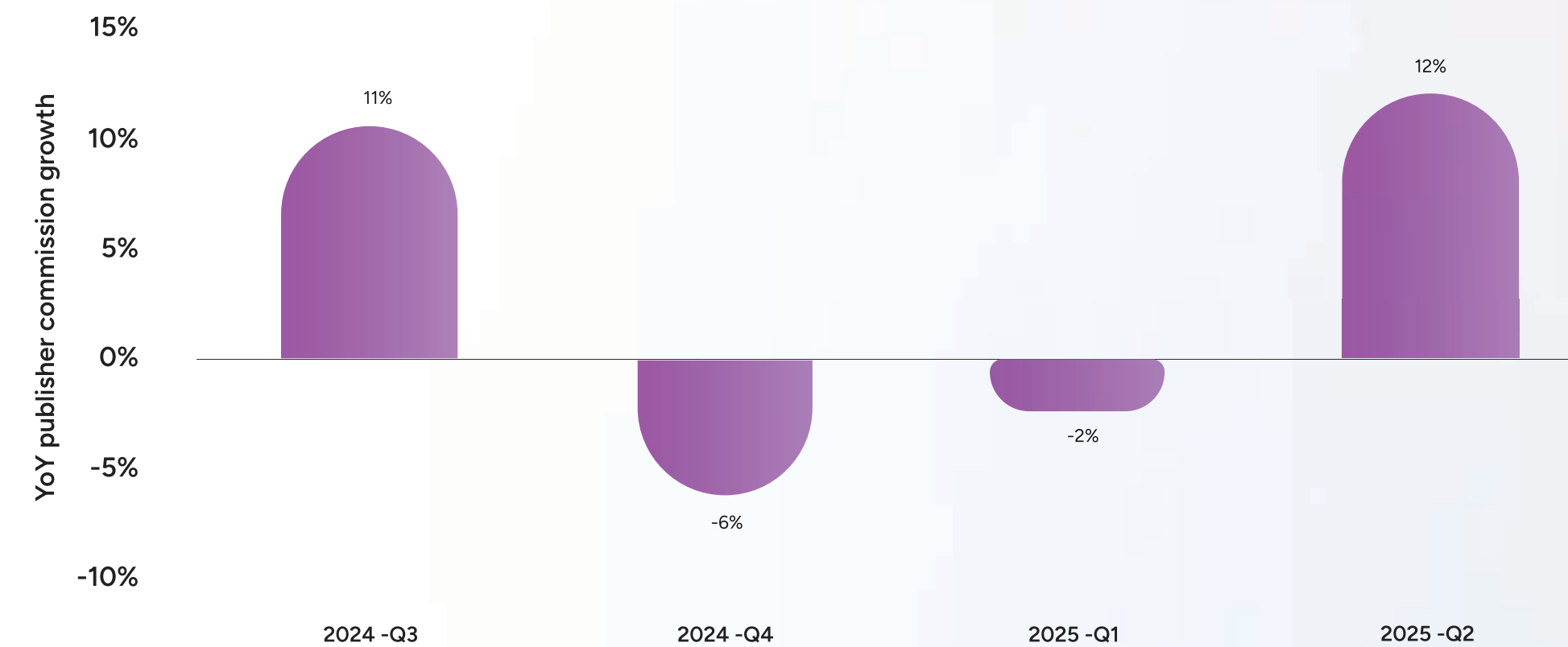
Conversion rate trends



Conversion Rate in Q2 2025 was 2.55%, a 12% increase YoY.

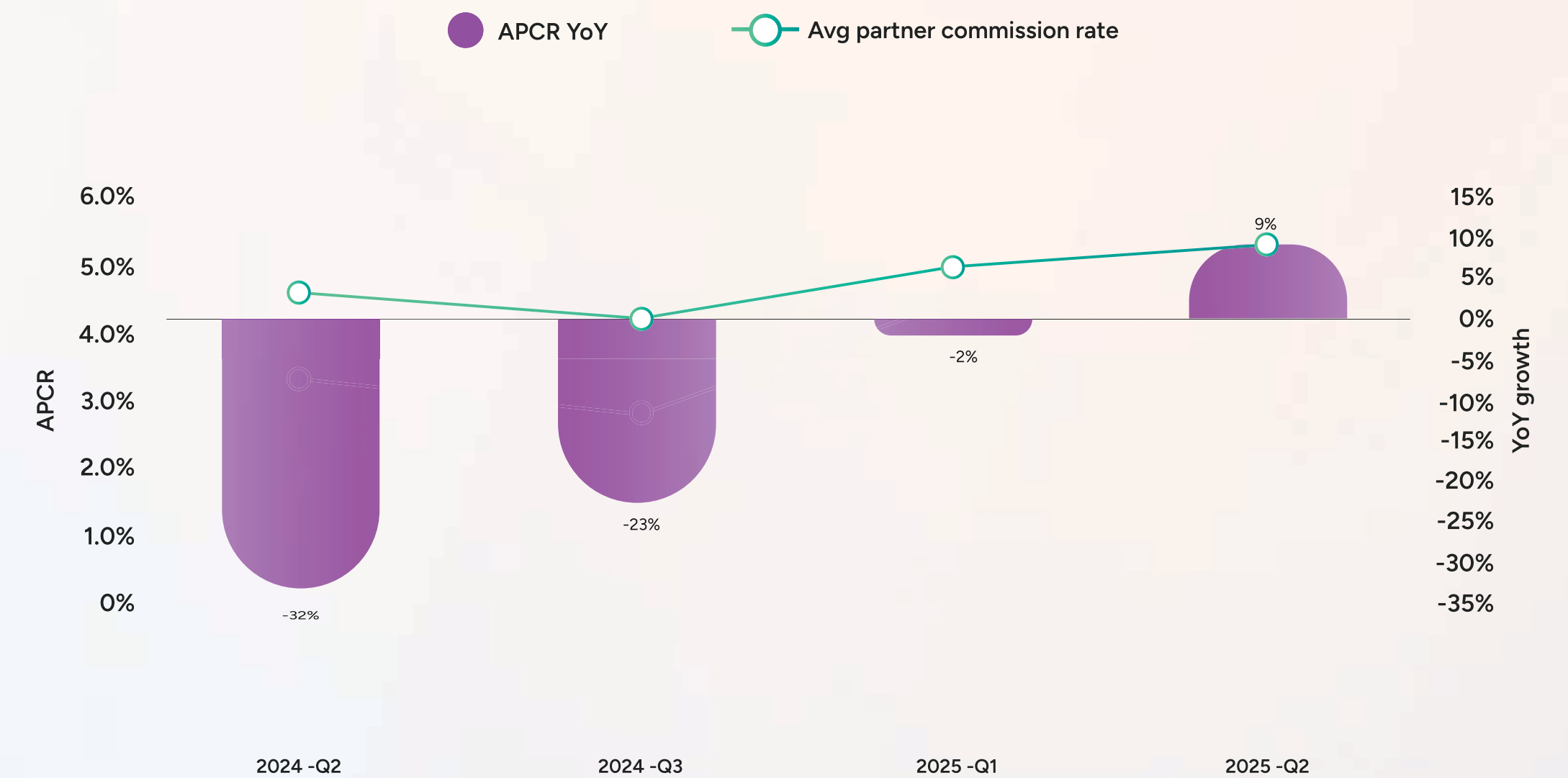
Publisher commission growth YoY

YoY publisher commission growth



Commission paid to publishers has increased 12% YoY in Q2 2025.

Avg publisher commission rate trends



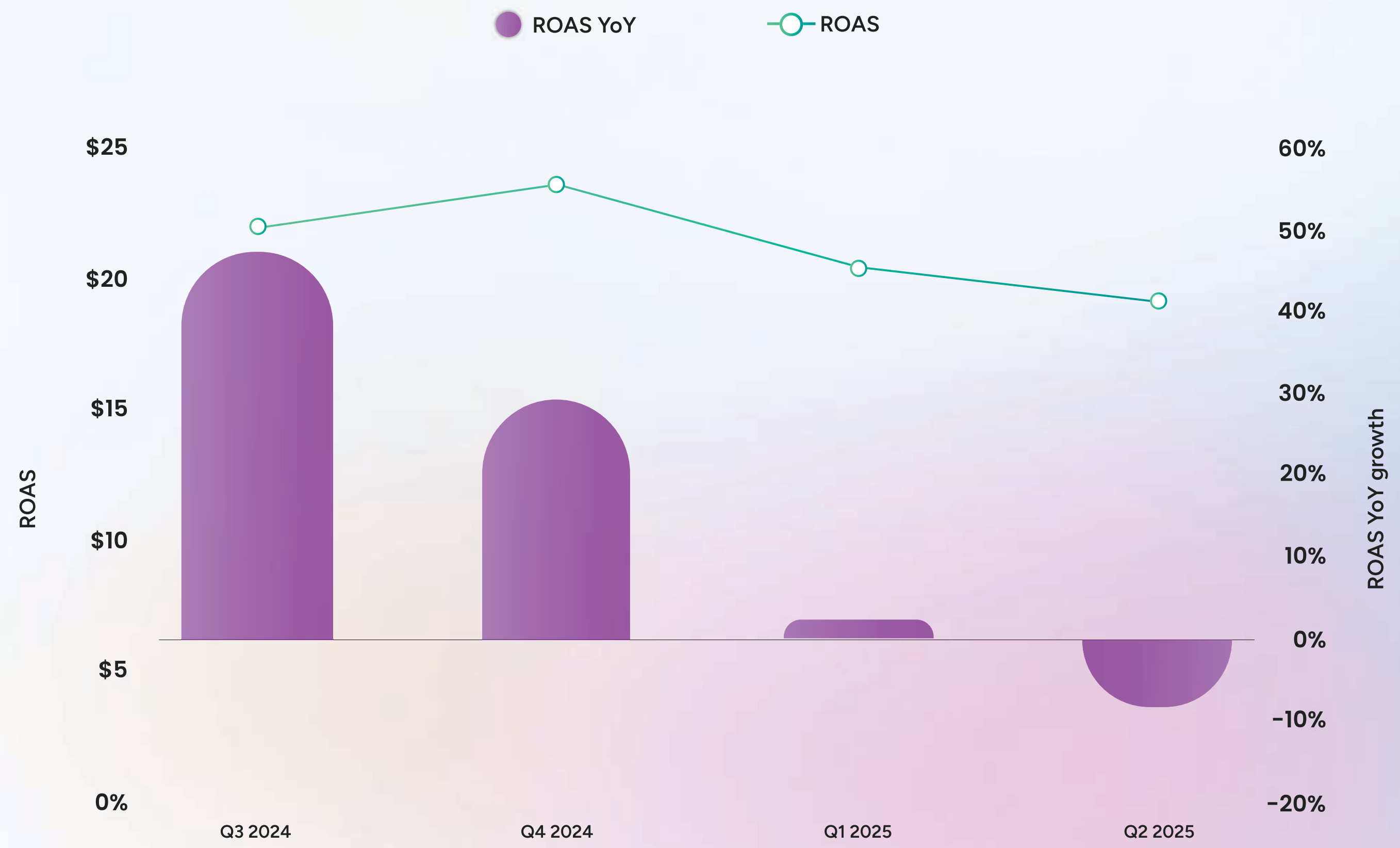
The average publisher commission rate in Q2 2025 was 5.2%, a 9% increase YoY.

Return on ad spend growth YoY

\$19.05

The ROAS in Q2 2025 was \$19.05, an 8% decrease YoY.

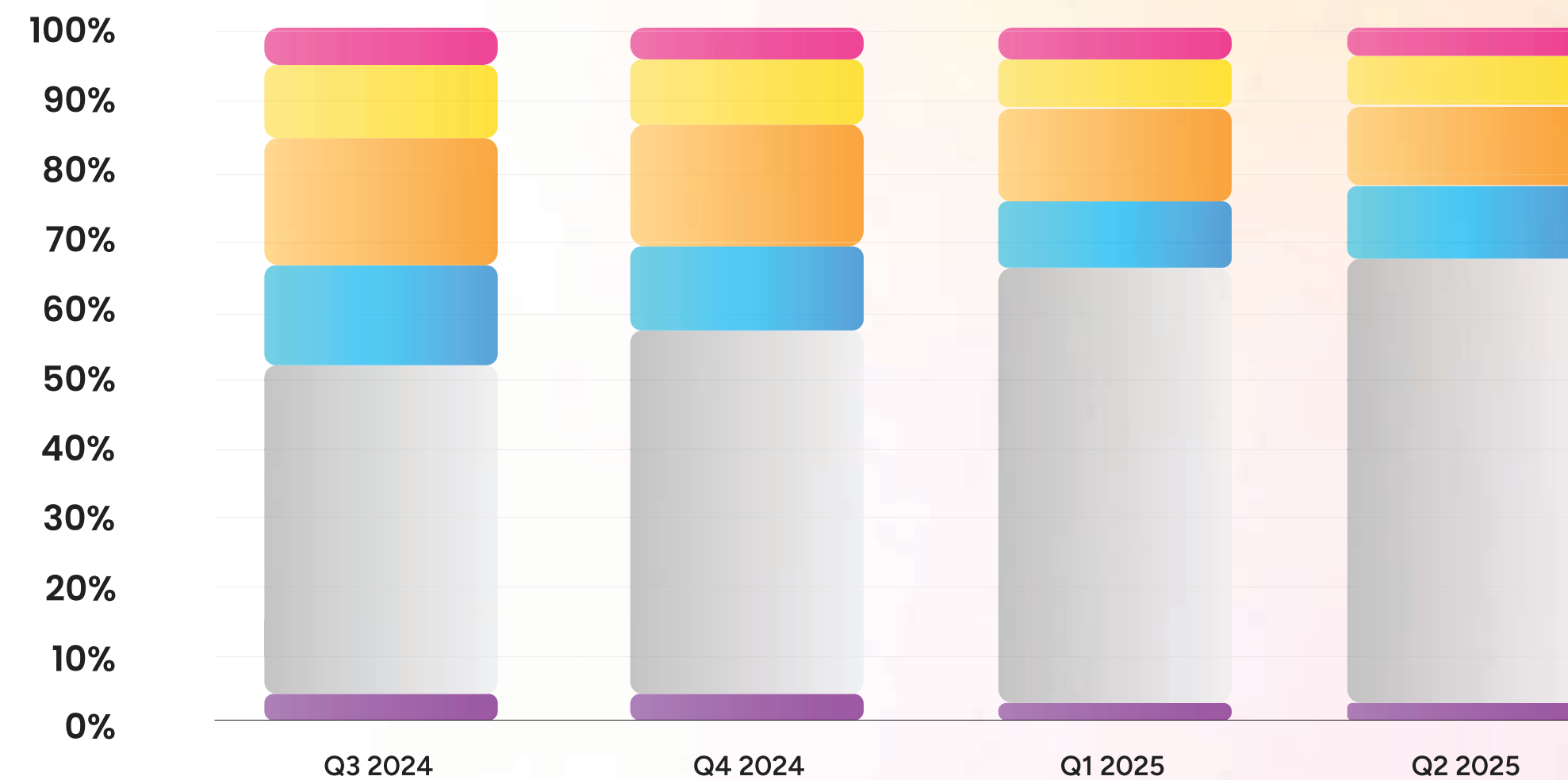
ROAS trends



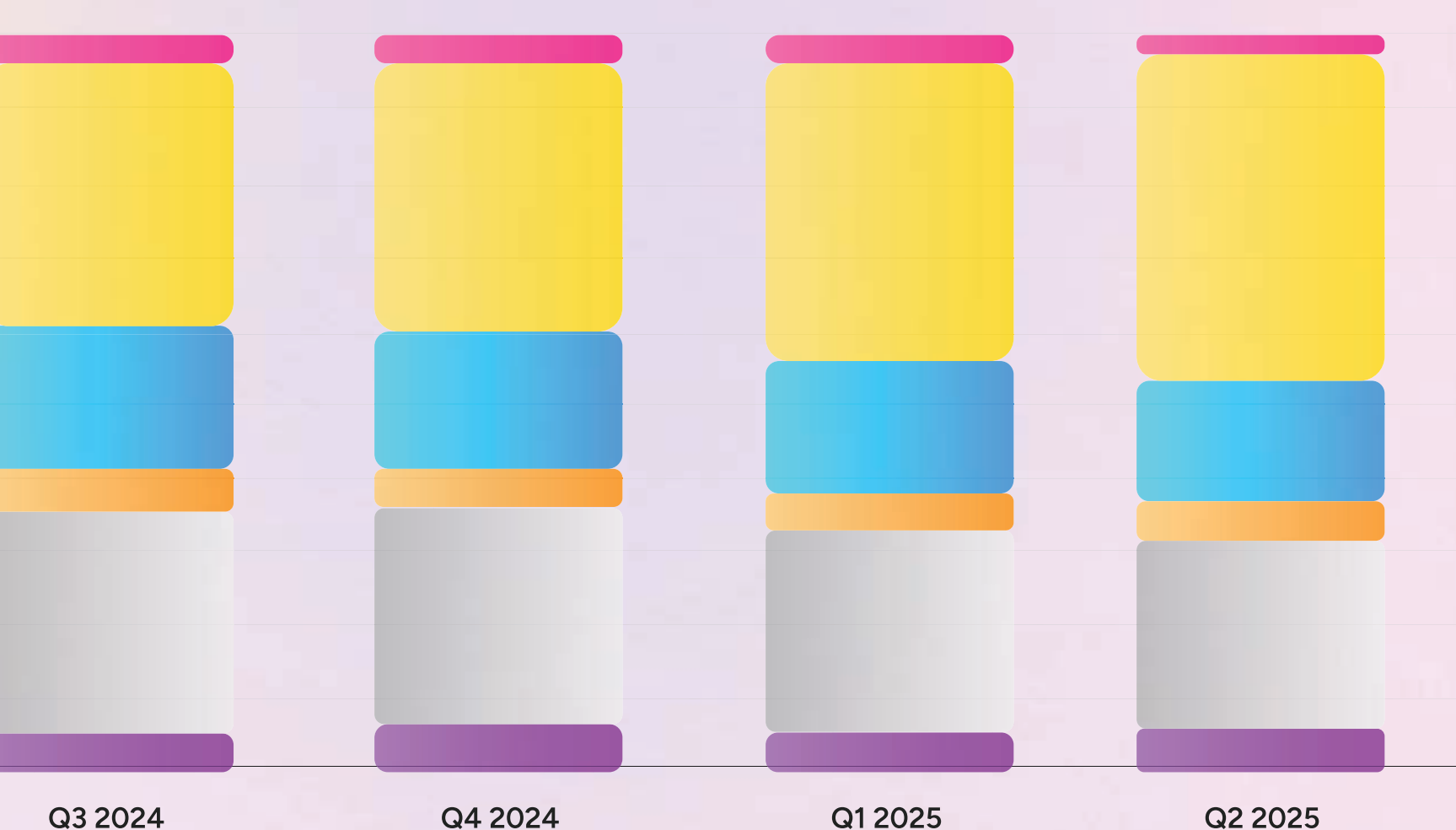
Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2022.

2025 Q2 share by partner category

Share of clicks by partner category



Share of publisher commission by partner category



Buy Now Pay Later Content Content - Influencer Coupon/Value proposition Loyalty Other

- Content partners have the highest share of clicks and have been increasing that share over time.
 - Loyalty 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.
- Content partners' share of revenue, particularly for new customers, has increased over the last year, primarily stealing share from loyalty and coupon partners.

2025 Q2 KPIs by partner category

Partner vertical group	AOV(USD)	ECPA	ROAS(USD)	%NTF
Buy Now Pay Later	\$118.36	4.21%	\$23.75	53.51%
Coupon/Value proposition	\$111.95	3.53%	\$28.34	51.75%
Loyalty	\$105.17	5.16%	\$19.37	37.18%
Content-Influencer	\$100.18	8.61%	\$11.61	43.54%
Comparison shopping services	\$99.28	9.15%	\$10.93	51.43%
Card Linked Offers (CLO)	\$96.93	4.62%	\$21.62	41.70%
Content	\$86.05	4.75%	\$21.06	51.50%
Other	\$36.97	9.35%	\$10.69	67.74%

- On average, 42 publishers are driving clicks for EMEA brands and 25 are driving revenue.
 - BNPL, Coupon, and Loyalty drive strong AOV.
 - Coupon, CLO, and BNPL have a strong ROAS given their lower APCR.
 - Other, BNPL, and CSS drive the highest % of new customer revenue.

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A better way
to partner.



Interested in learning more with a Partnerize expert?

Contact us at contact@partnerize.com