



Partnerize

Partnership Growth Index™

APAC Edition

Updated for Q1 2025

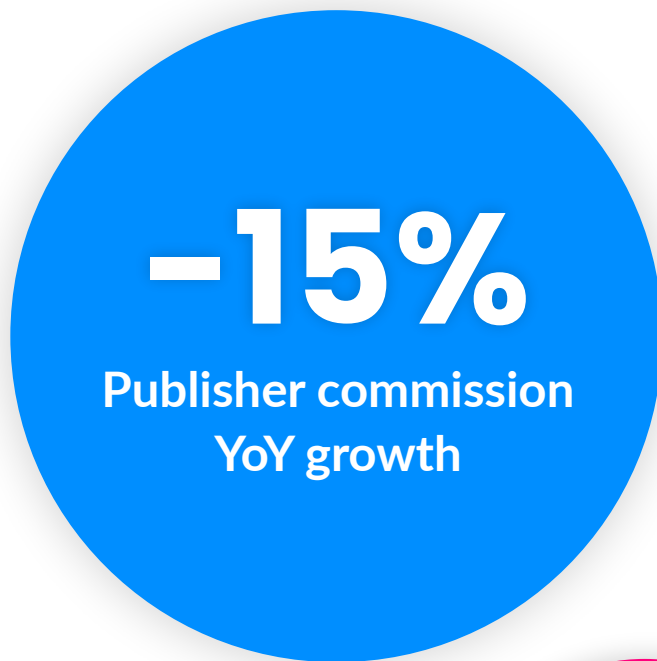
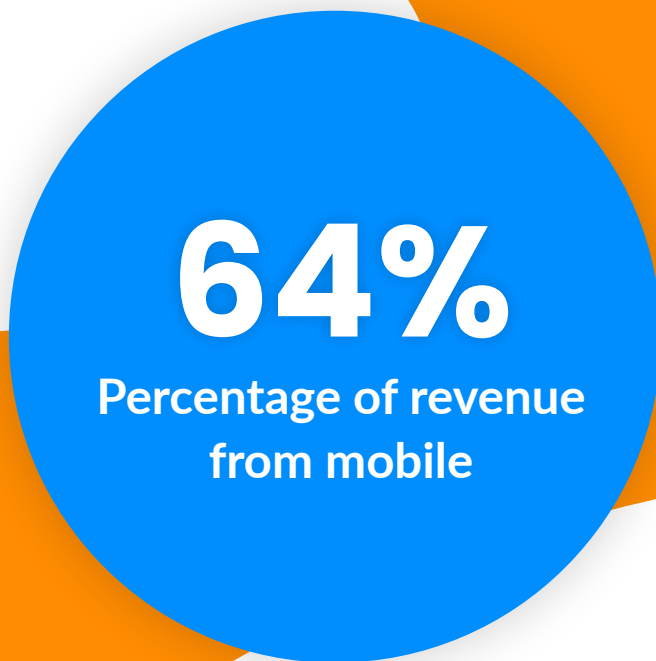
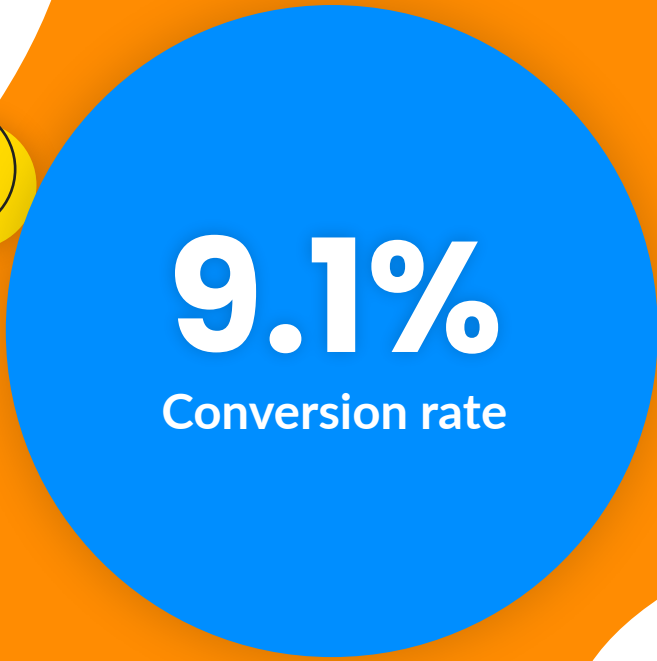
Introduction

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

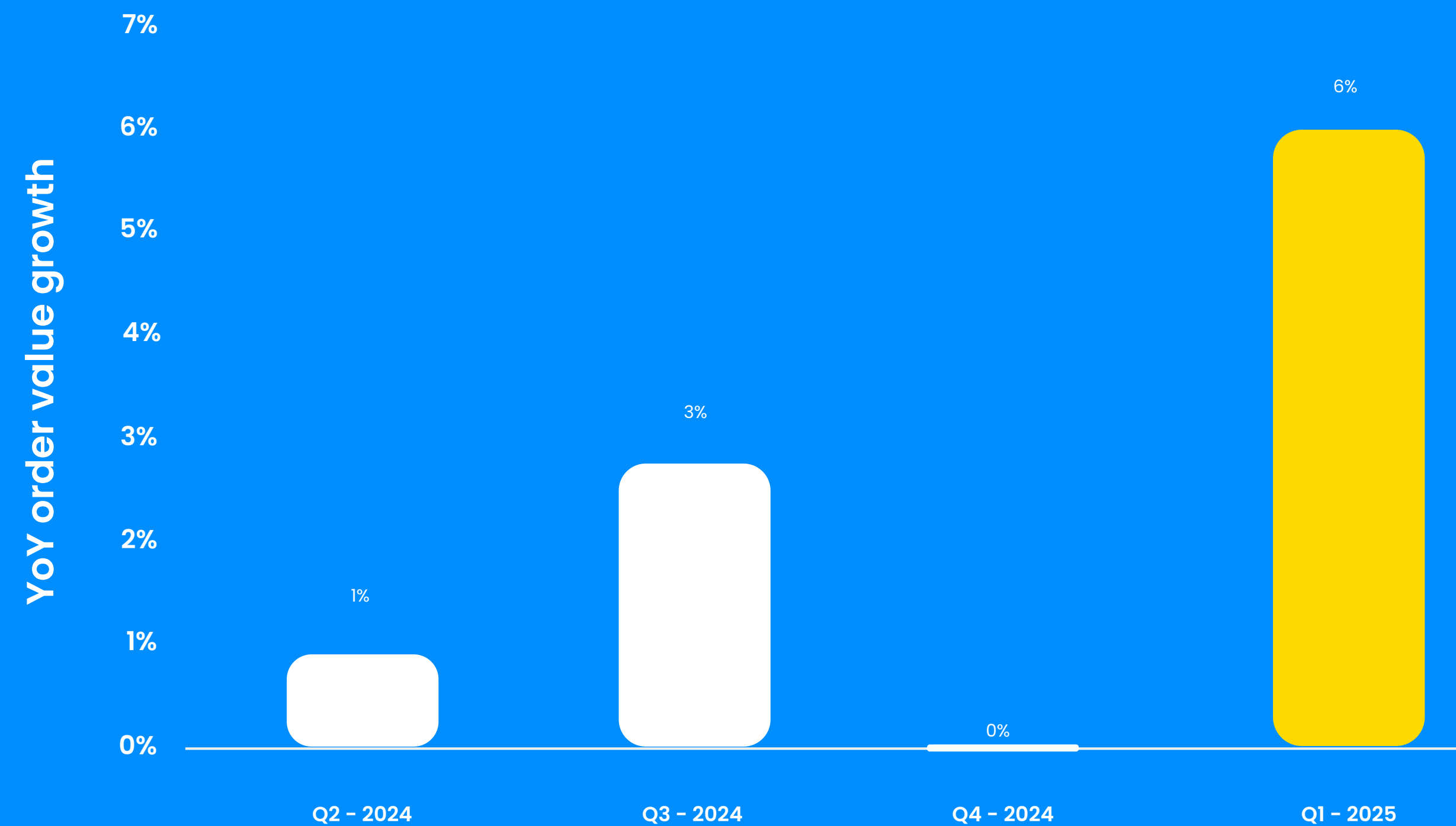
Quarterly highlights



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

Order value growth YoY

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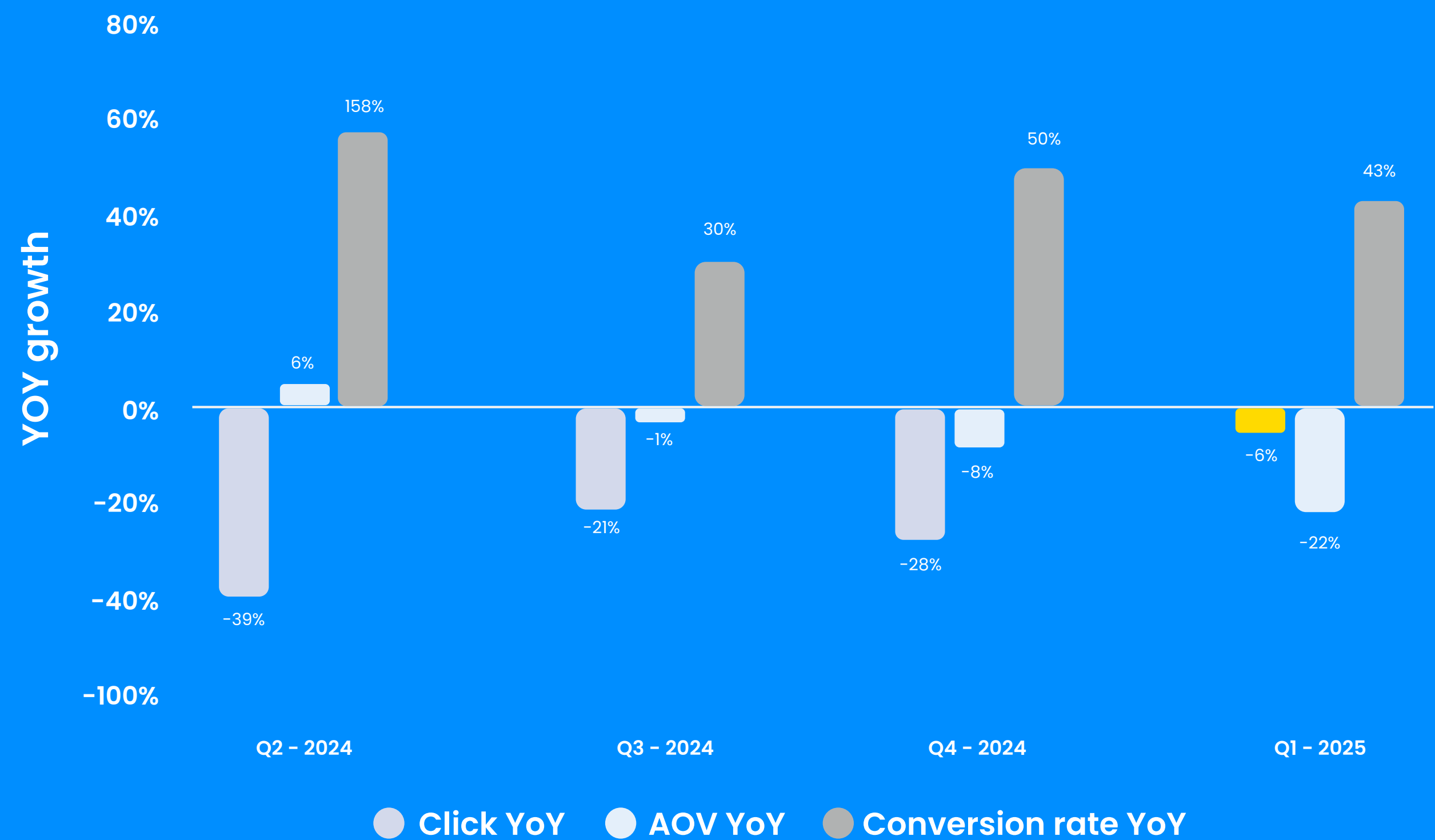


6%
In APAC, order value has increased 6% YoY in Q1 2025.

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

Drivers of quarterly growth

Drivers of growth rate



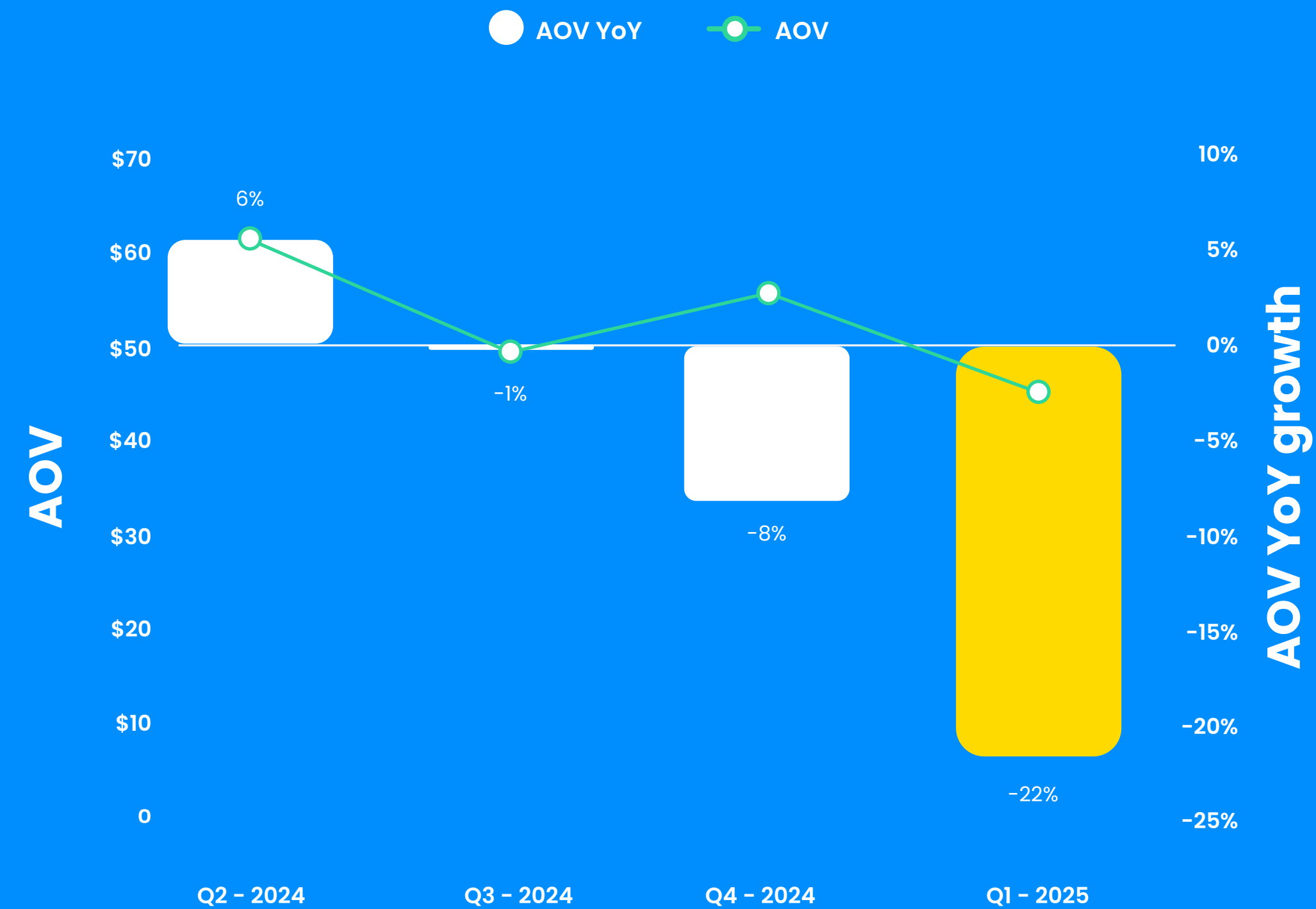
-6%
Clicks were down 6% YoY in Q1 2025.

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AOV (USD) and conv rate trends

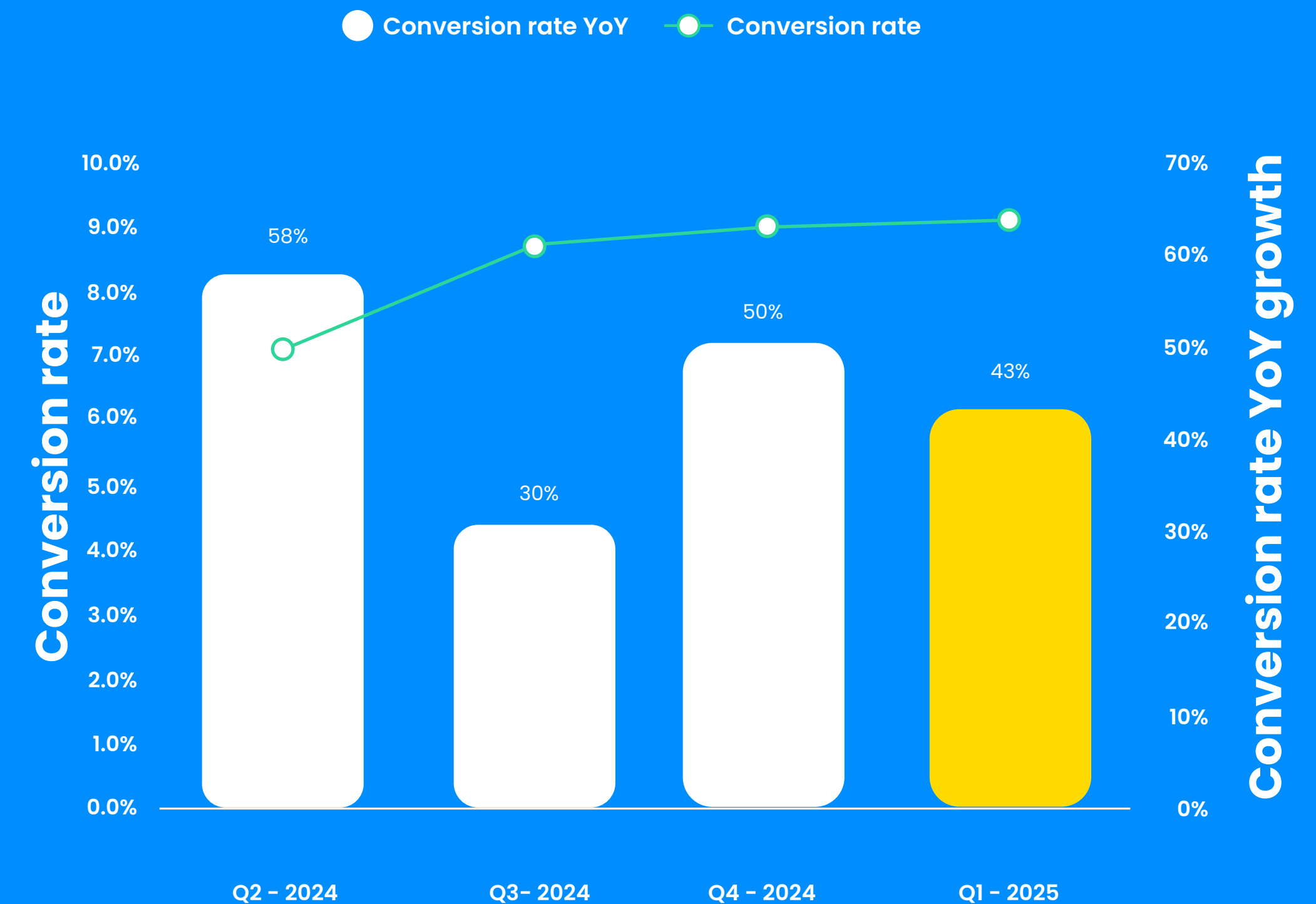
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AOV Trends



AOV has declined 22% YoY in Q1 2025 to \$45 USD.

Conversion Rate Trends



Conversion Rate in Q1 2025 was 9.09%, a 43% increase YoY.

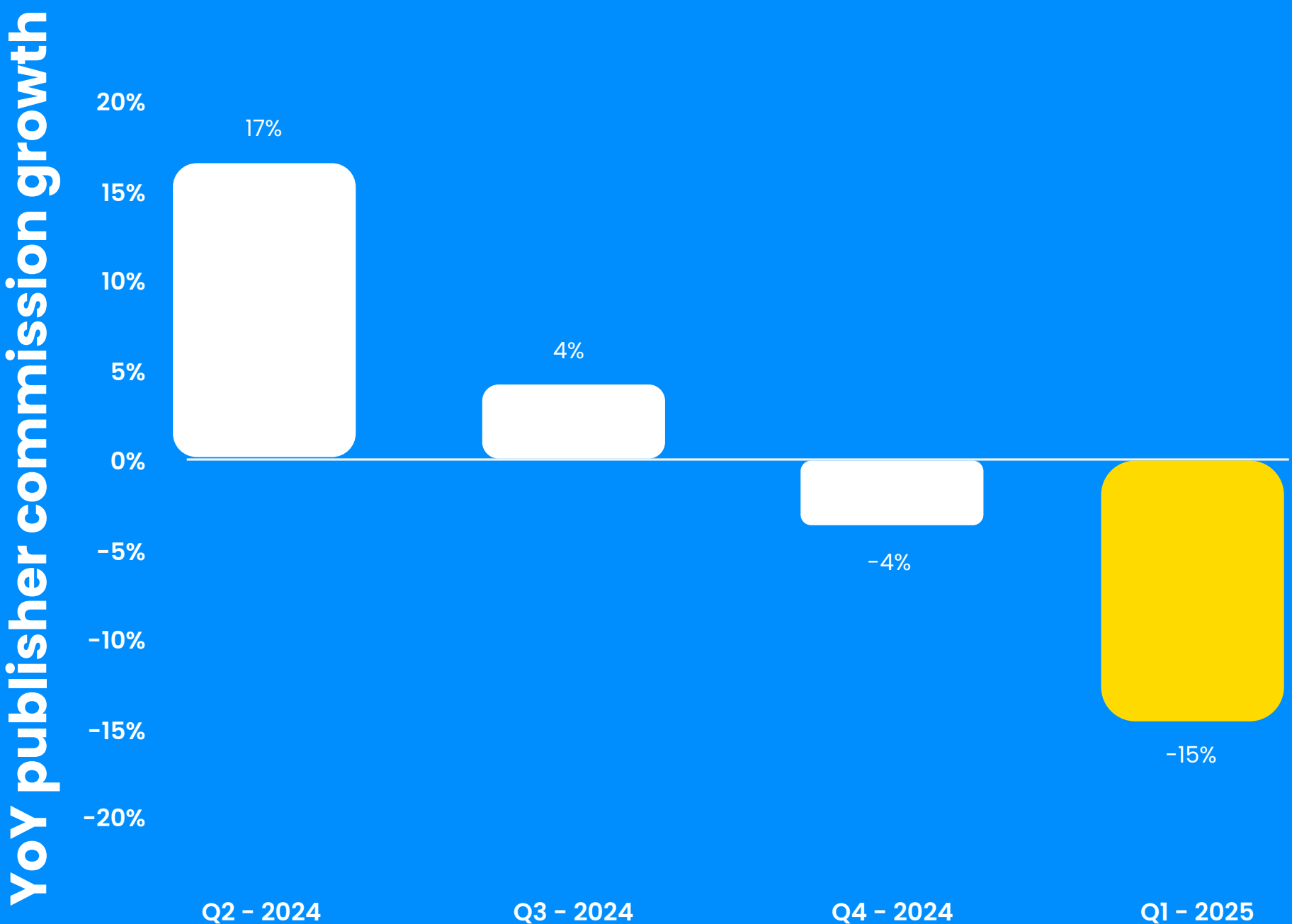
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Lore

Publisher commission growth YoY

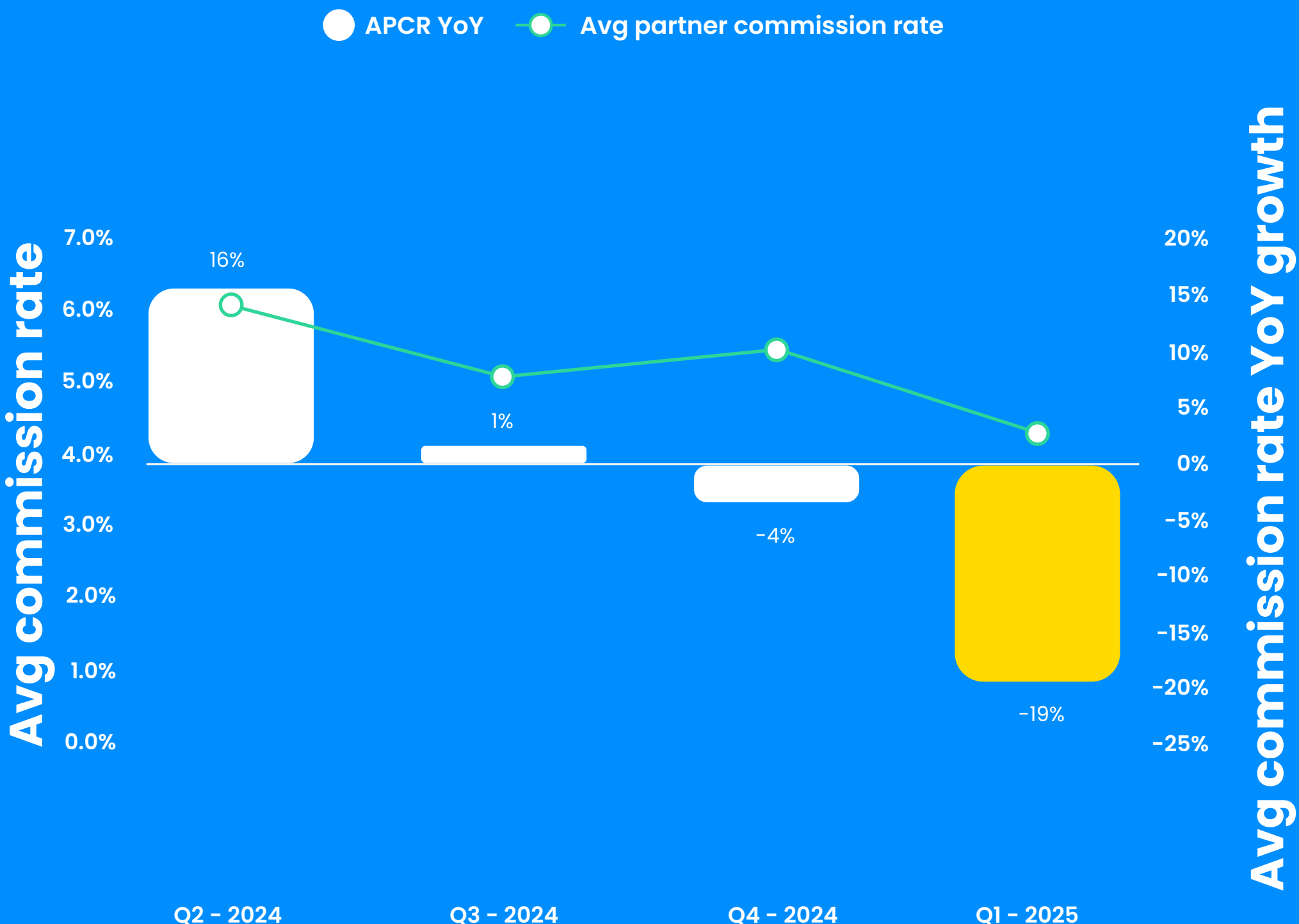
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YoY publisher commission growth



Commission paid to publishers has declined 15% YoY in Q1 2025.

Avg publisher commission rate trends

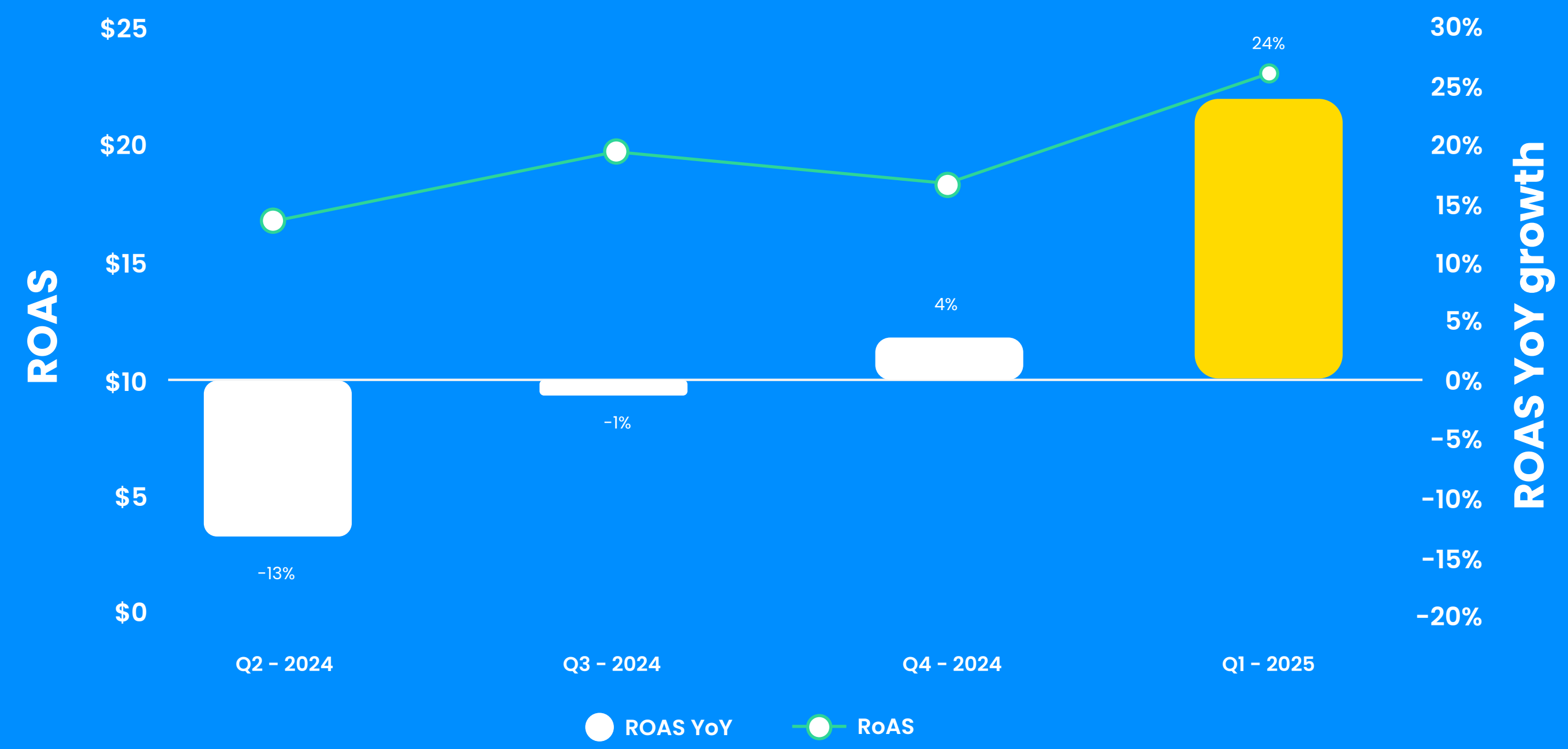


The average publisher commission rate in Q1 2025 was 4.3%, a 19% decrease YoY.

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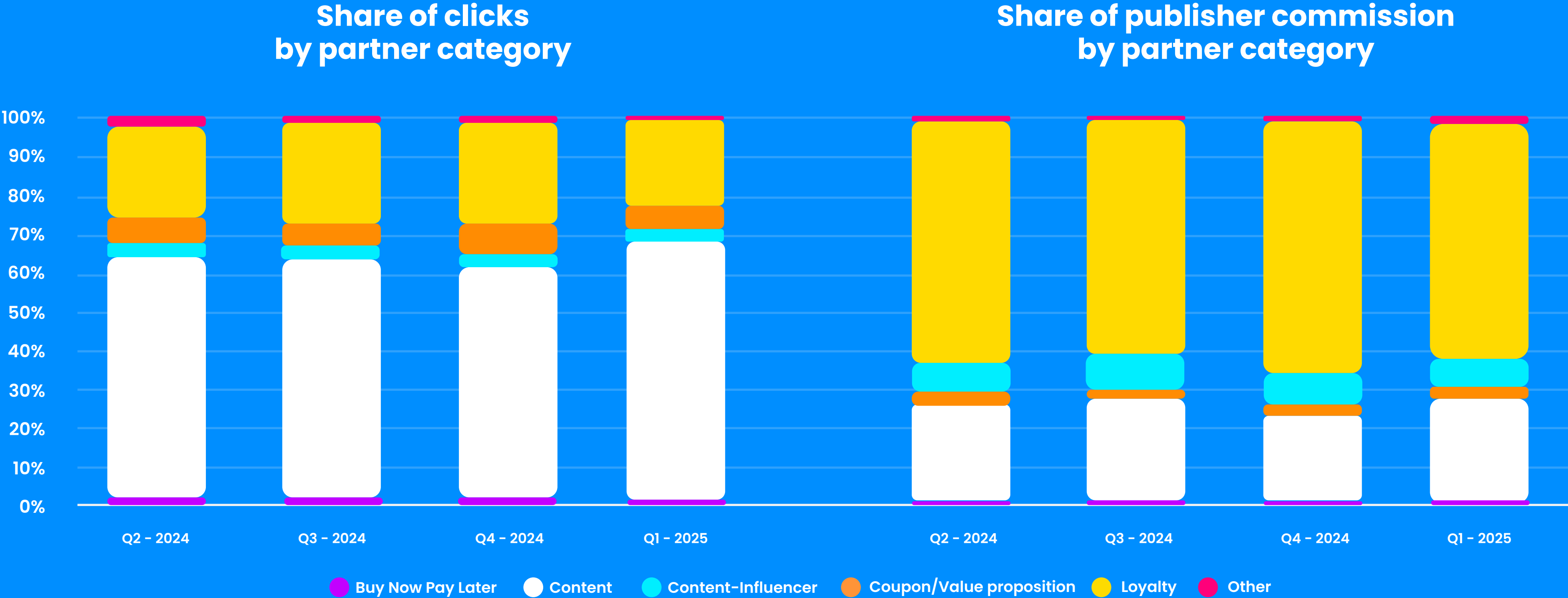
Return on ad spend growth YoY

ROAS trends



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2025 Q1 share by partner category



- Content partners have maintained the majority share of clicks in the last 12 months.
- Loyalty partners receive the largest amount of publisher commission from brands.

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2025 Q1 share by partner category

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Partner vertical group	AOV (USD)	ECPA	ROAS (USD)	% NTF
Buy Now Pay Later	\$129.48	3.60%	\$27.75	48.22%
Comparison shopping services	\$118.88	0.78%	\$128.24	74.87%
Content	\$80.52	6.28%	\$15.92	43.30%
Content-Influencer	\$175.31	4.55%	\$21.97	24.94%
Coupon/Value proposition	\$148.76	3.18%	\$31.45	42.93%
Loyalty	\$43.54	3.97%	\$25.20	11.42%
Other	\$173.59	6.79%	\$14.73	39.65%

- Loyalty partners drive the majority of overall revenue and new customer revenue for brands.
- Content and loyalty have the highest amount of revenue share tied to new customers.

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A better way to partner.

Interested in learning more
with a Partnerize expert?

Contact us at

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