



Partnerize

Partnership Growth Index™

APAC 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 APAC Partnership Index measures same store sales activity across all major industries, excluding travel, directly attributable to partnerships in 2024 in comparison to the same period in 2023. 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

3

\$153

Average order value
(AOV)

25%

Percentage of revenue
from new customers

4.79%

Conversion rate

\$14.30

ROAS

73

Average click active*
partners per
network/campaign

7%

Commission rate

44%

Percentage of revenue
from mobile

-10%

Revenue YoY growth

5%

Publisher commission
YoY growth

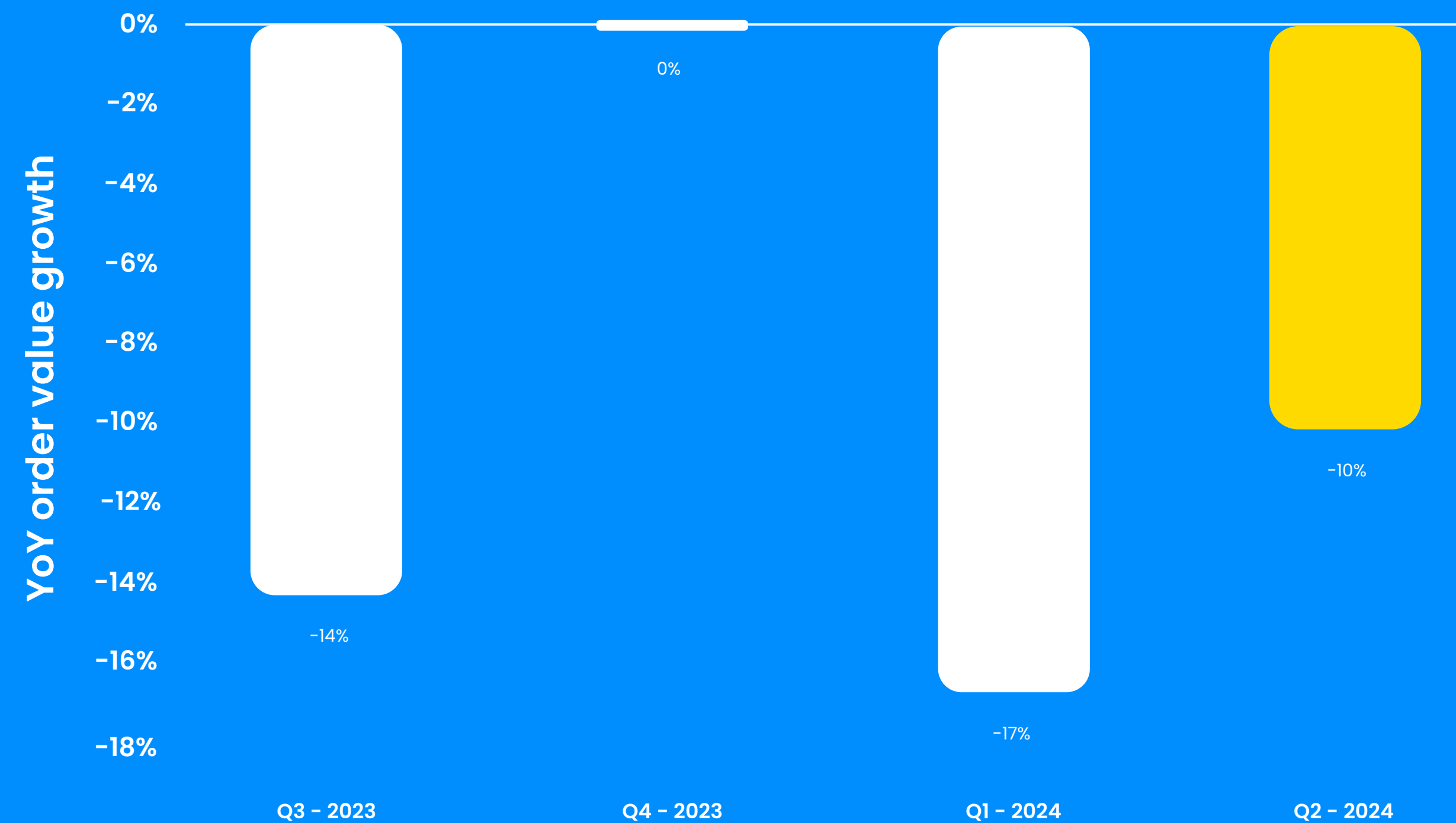
19

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

4



-10%

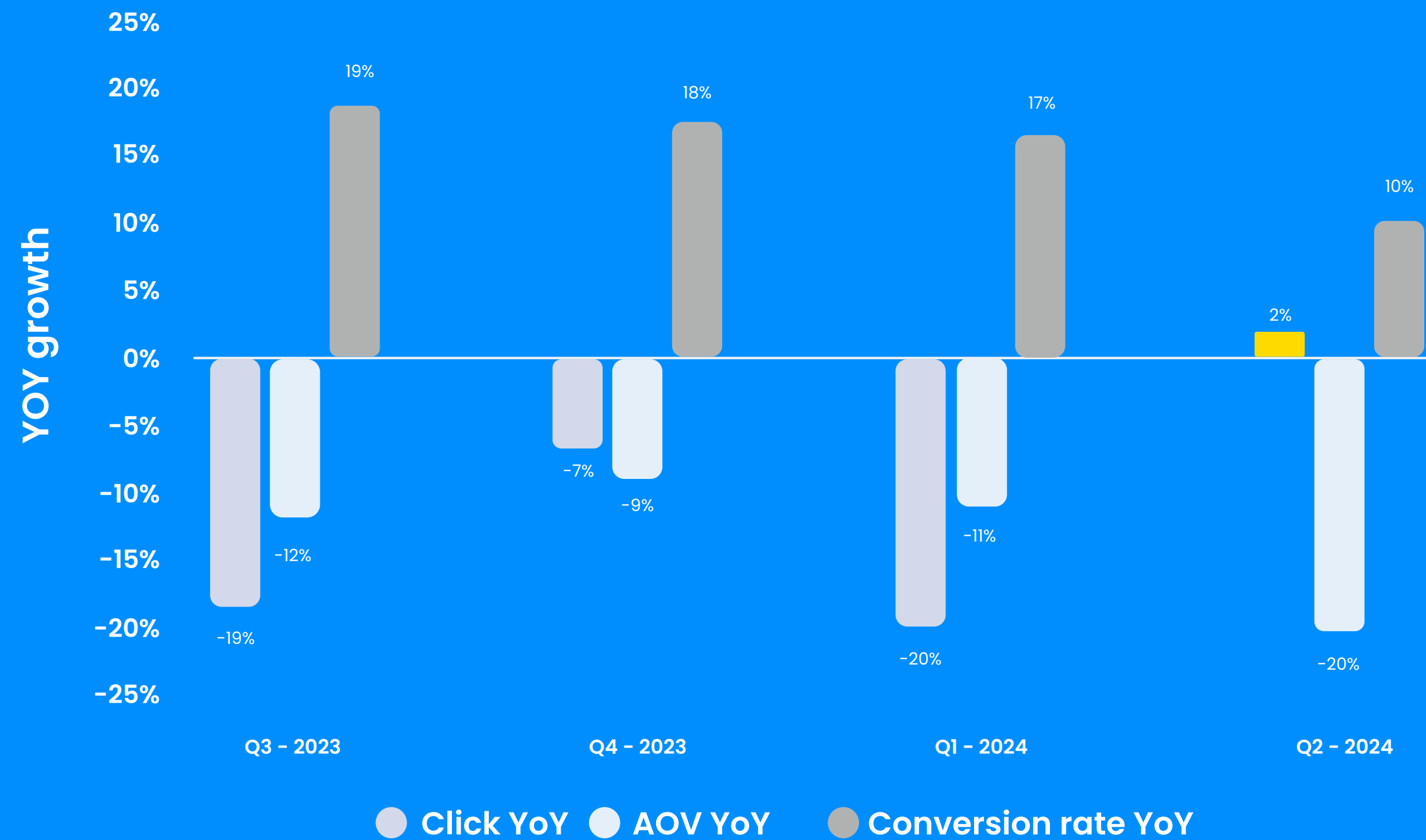
Across all verticals in APAC,
order value has decreased
10% YoY in Q2 2024.

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

Drivers of quarterly growth Q1

5

Drivers of growth rate



2%

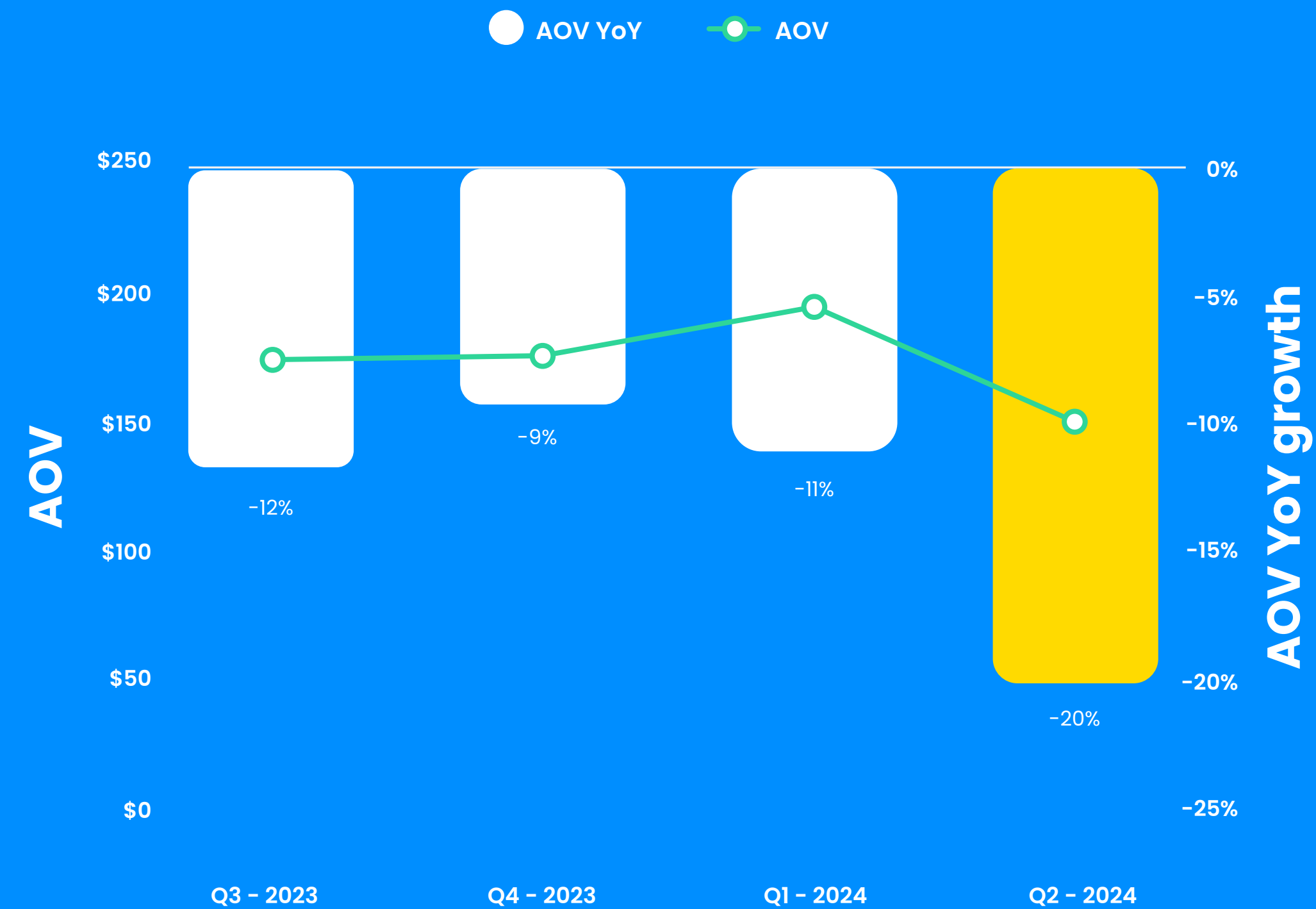
Clicks were up 2% YoY.

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

AOV (USD) and conv rate trends

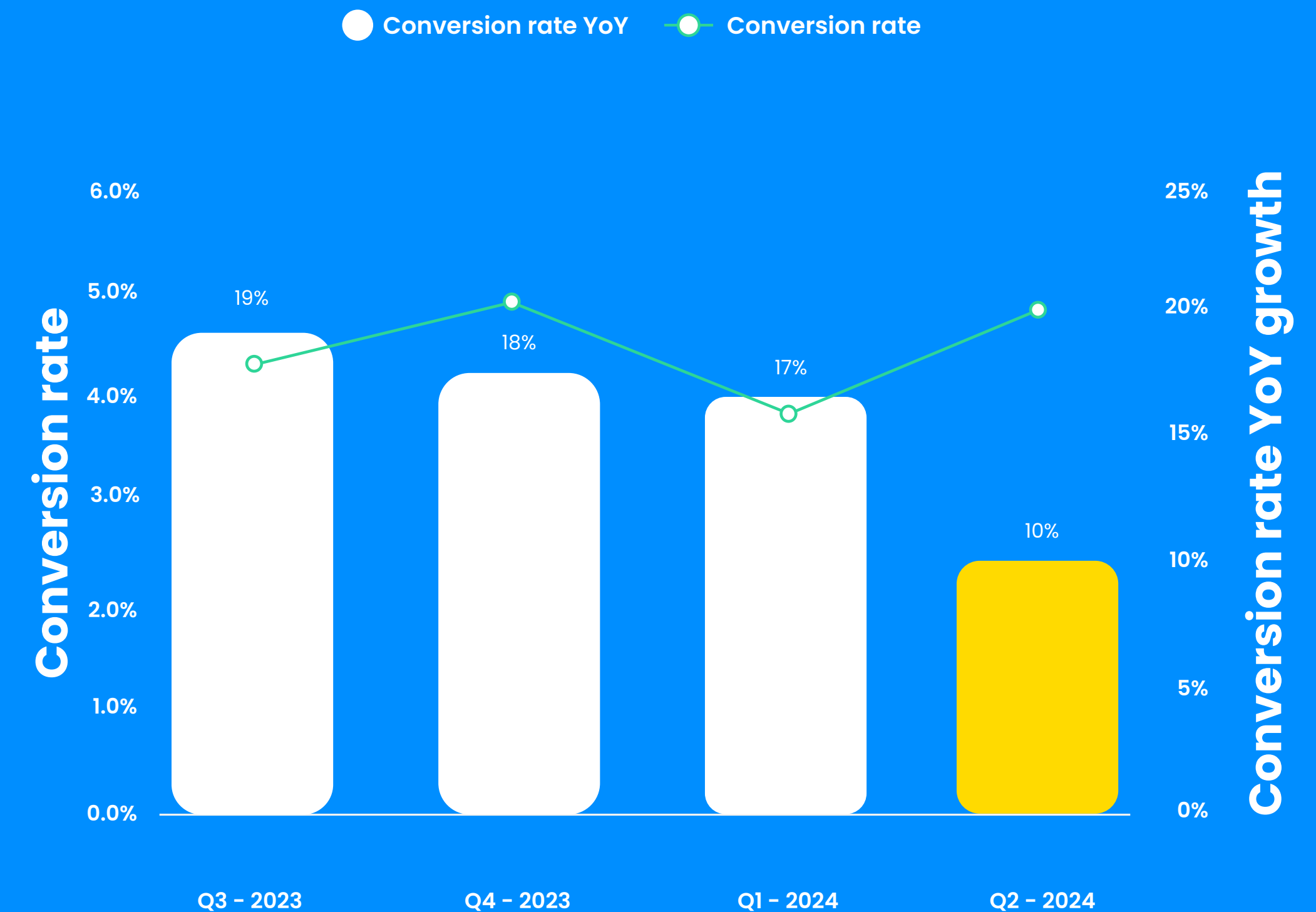
6

AOV Trends



AOV has decreased 20% YoY in Q2 2024 to \$152.69 USD.

Conversion Rate Trends



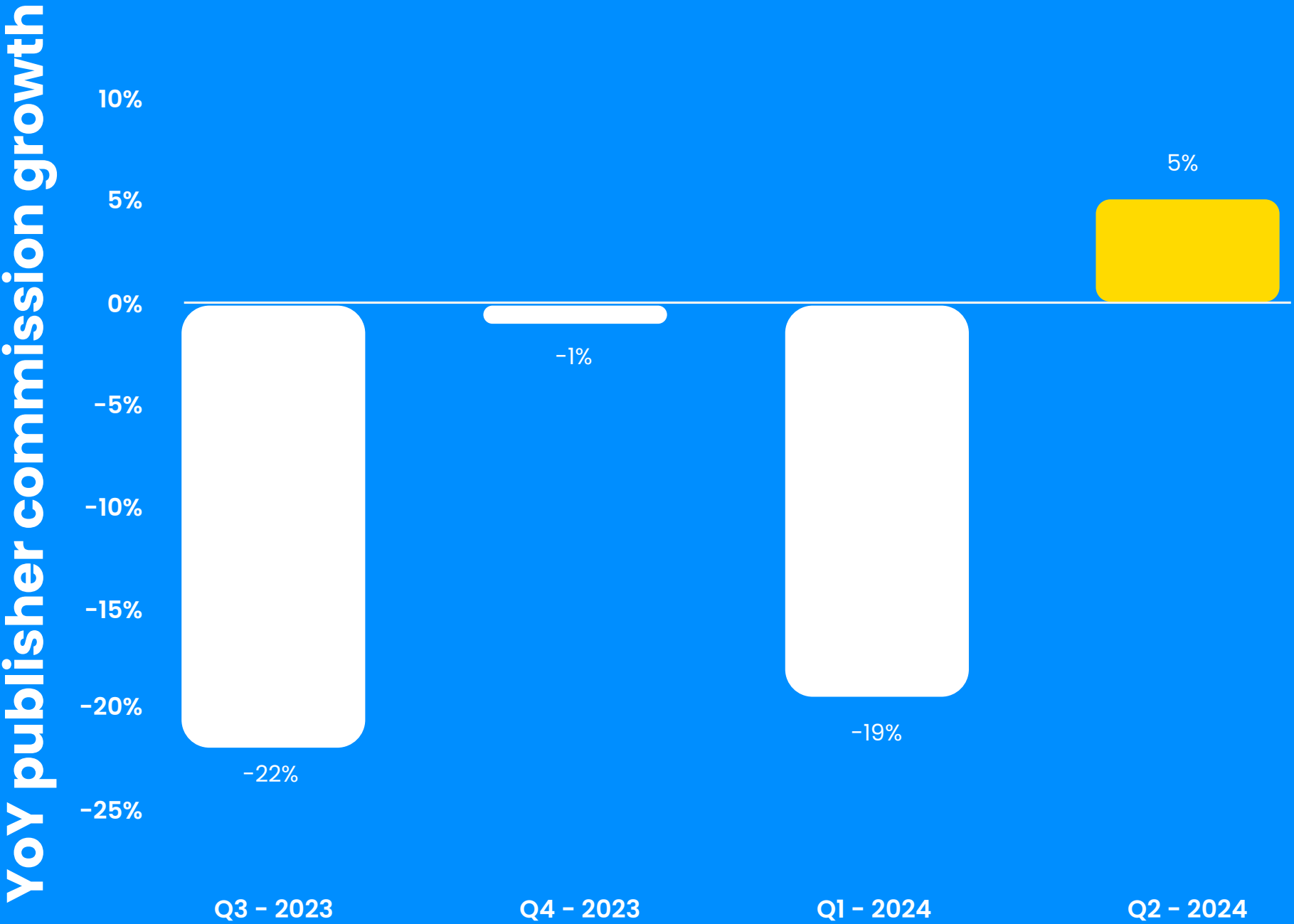
Conversion rate in Q2 2024 was 4.79%, up 10% YoY.

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

Lore

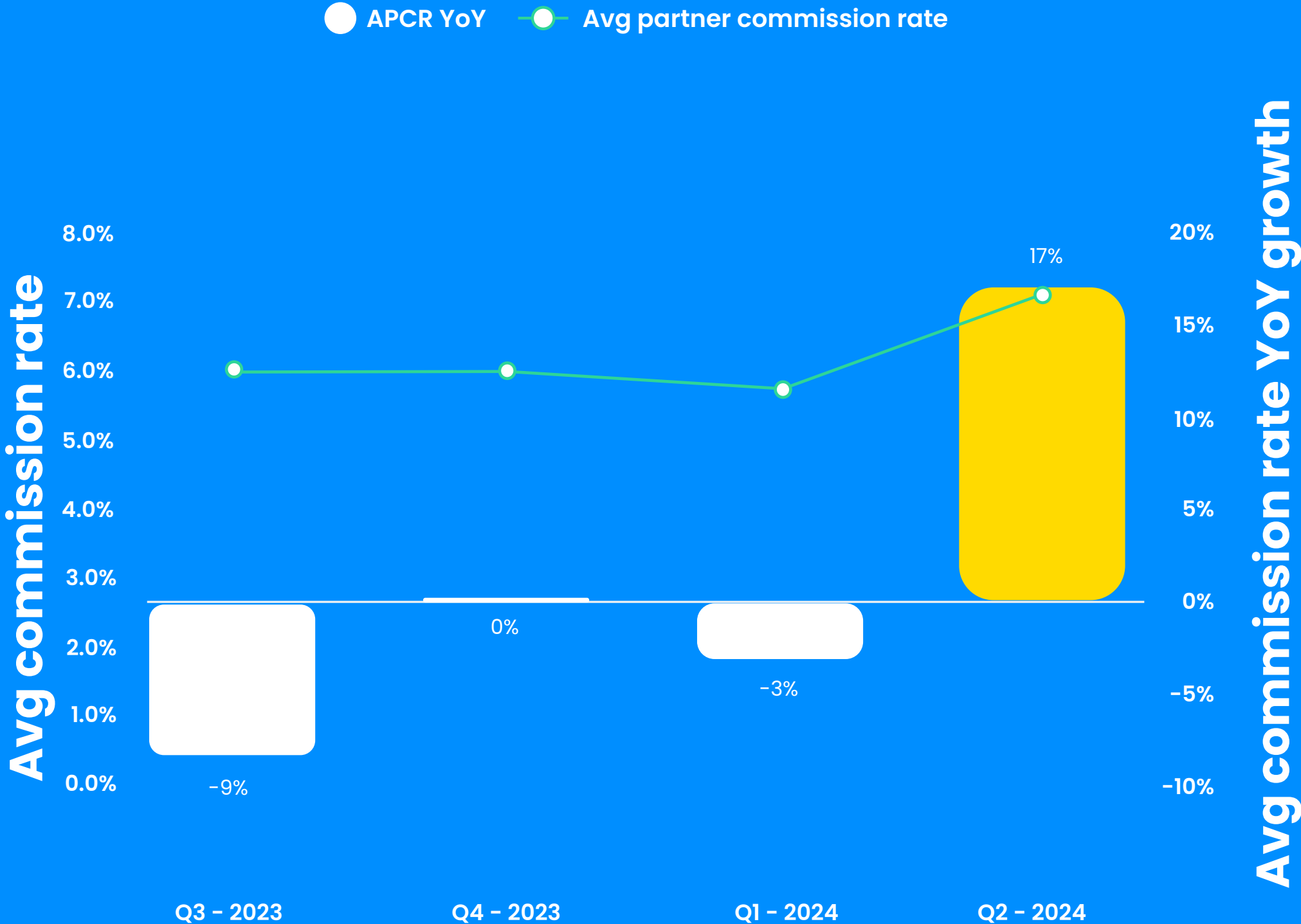
Publisher commission growth YoY

YoY publisher commission growth



Commission paid to publishers has grown 5% YoY in Q2 2024.

Avg publisher commission rate trends

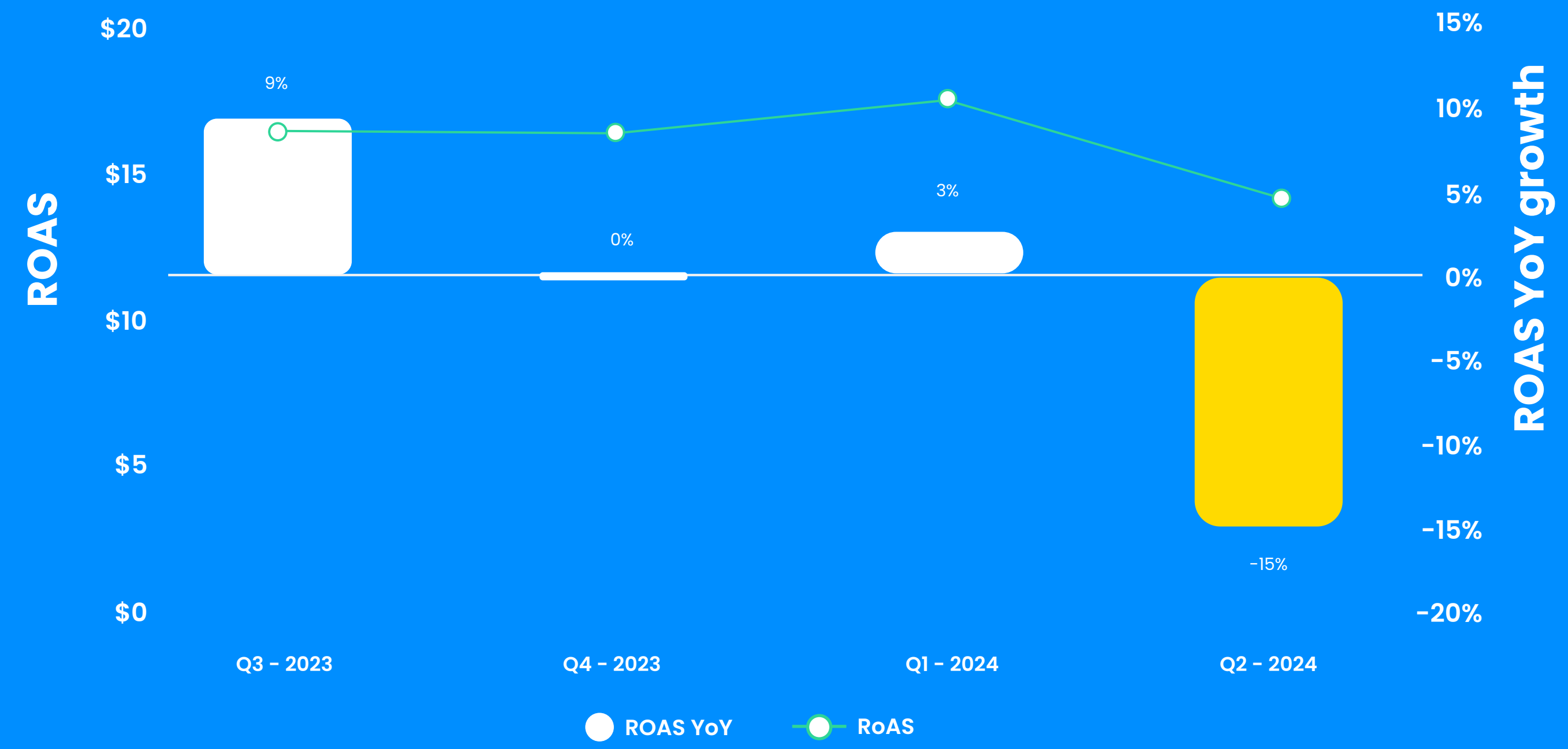


The average publisher commission rate in Q2 2024 was 7.0%, a 17% increase YoY.

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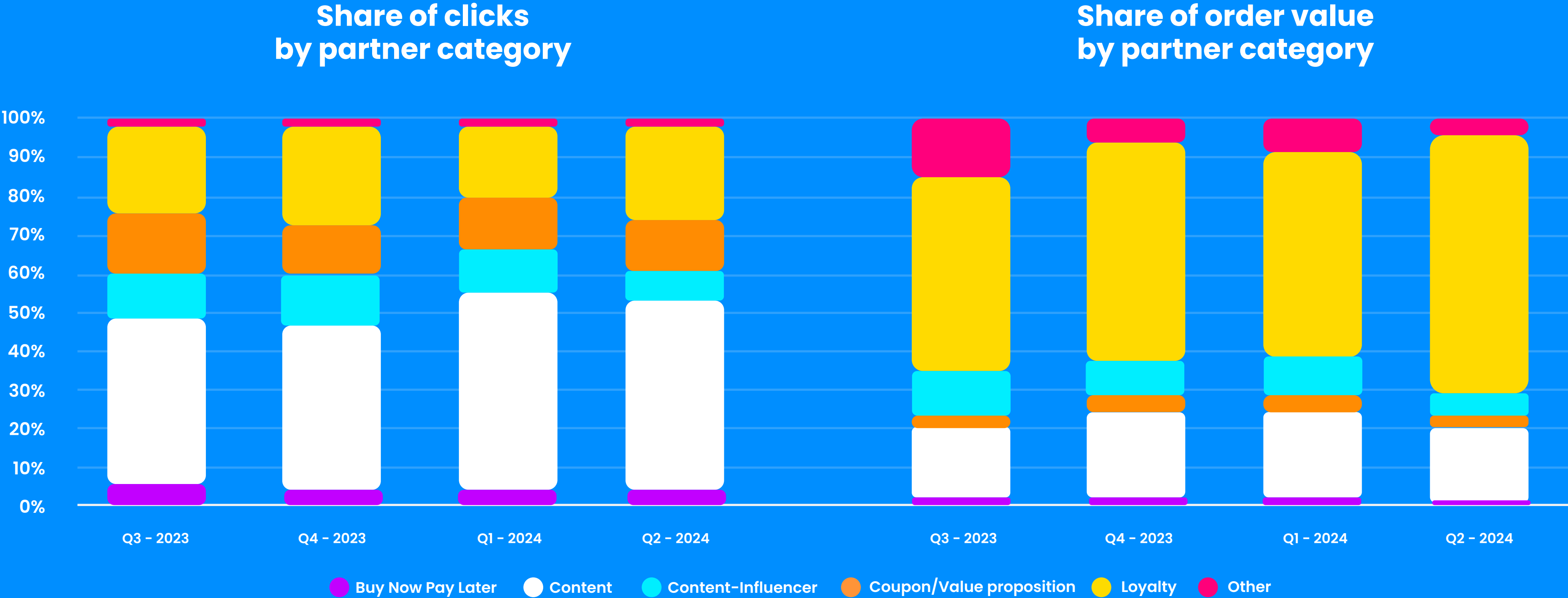
Return on ad spend growth YoY

ROAS trends



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2024 Q2 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.
- Content & 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	\$148	2.7%	3.5%	\$28.74
Content	\$324	1.3%	4.7%	\$21.07
Content – Influencer	\$260	0.5%	9.4%	\$10.60
Coupon/Value proposition	\$233	3.8%	3.6%	\$28.06
Loyalty	\$150	12.6%	6.0%	\$16.58
Other	\$110	3.9%	51.2%	\$1.95

- Content, influencers & coupon are strong in AOV .
- Coupon, loyalty & BNPL have a high Conv Rate
- BNPL, content, & coupon have a strong ROAS given their lower APCR.
- Content and "other" partners drive the highest percentage of new customer revenue.
- BNPL is used more than 80% on mobile devices.

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A better way to partner.

Interested in learning more
with a Partnerize expert?

Contact us at

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