

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

Partnerize

A circular graphic containing a bar chart with five orange bars of varying heights, set against a white background with a drop shadow.

Partnership Growth Index™

APAC Edition

Updated for Q1 2024

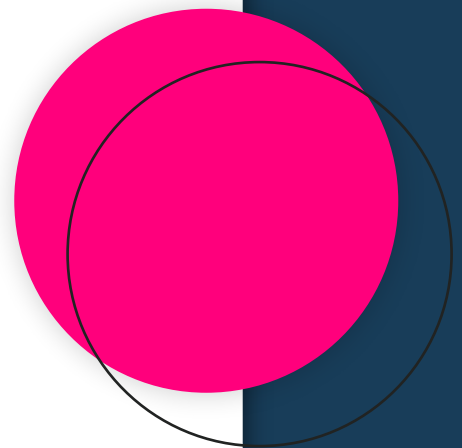


Introduction

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 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

\$208
Average order value
(AOV)

2.29%
Conversion rate

\$21.28
ROAS

30/16
Average click active*
partners per
network/campaign

4.7%
Commission rate

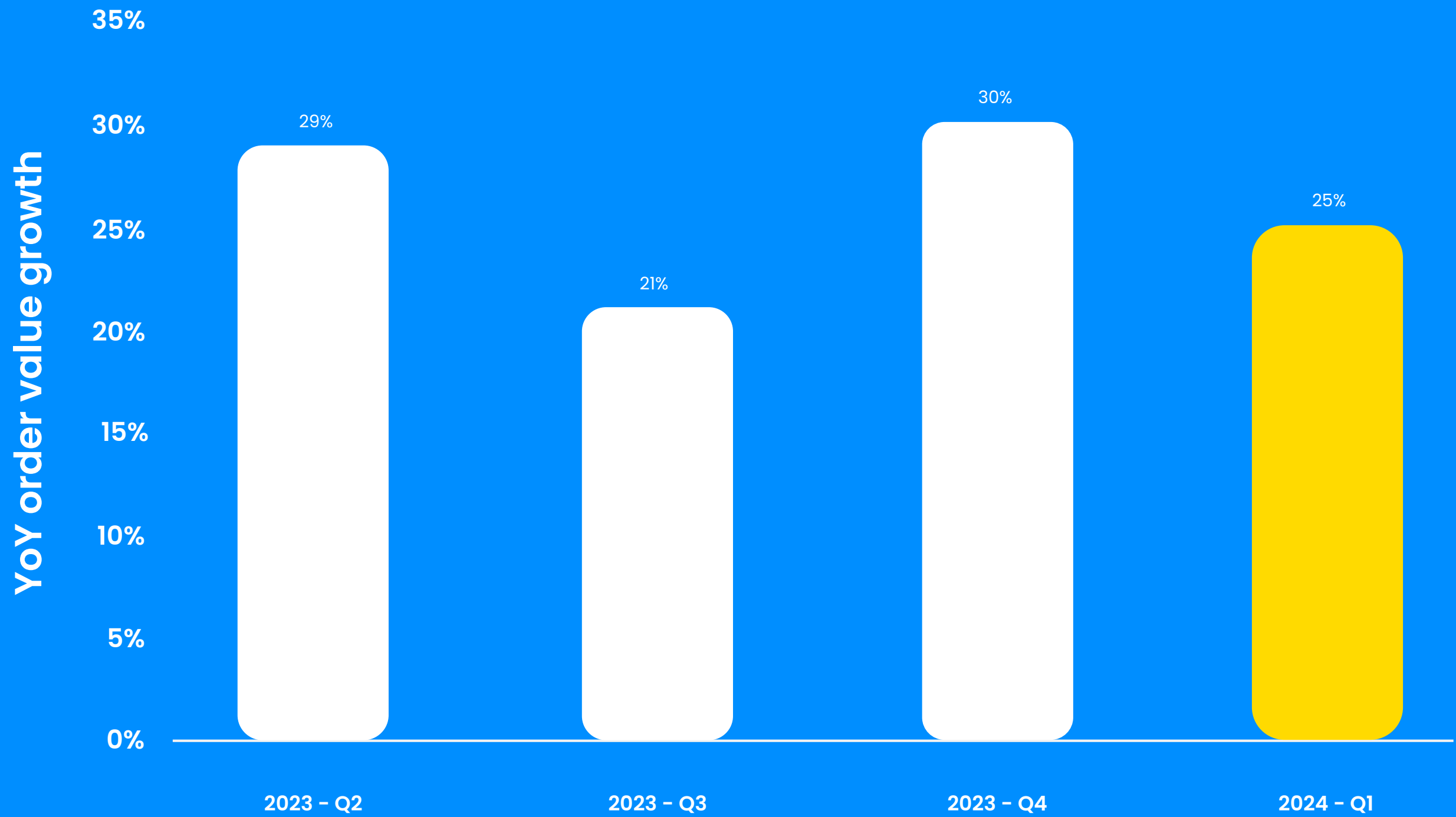
25%
Revenue YoY growth

19%
Publisher commission
YoY growth

40/20
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

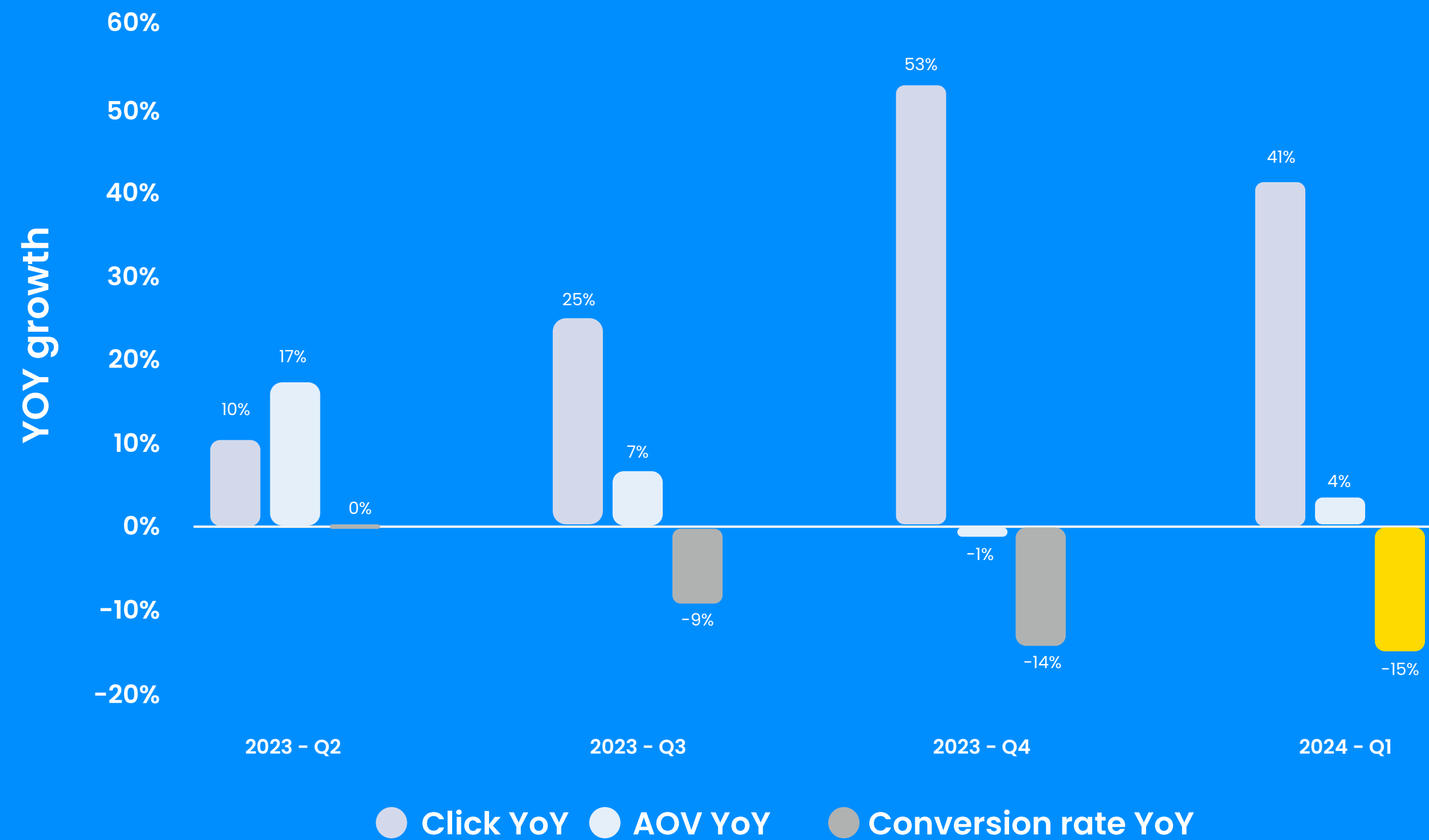


25%
Across all verticals in APAC, order value has increased 25% YoY in Q1 2024.

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

Drivers of quarterly growth Q1

Drivers of growth rate



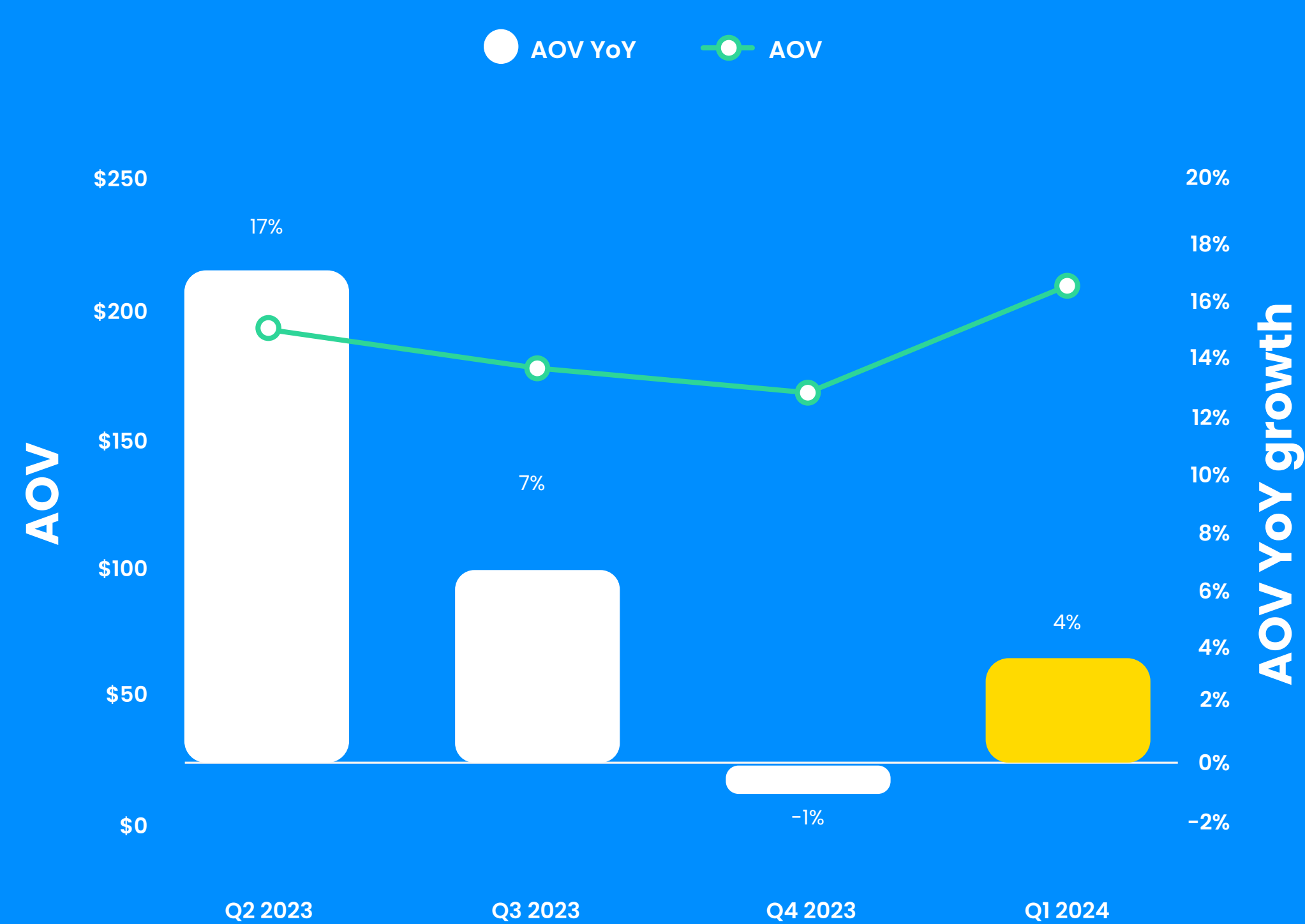
-15%

Conversion Rate in Q1 2024 was 2.29%, a 15% decrease YoY.

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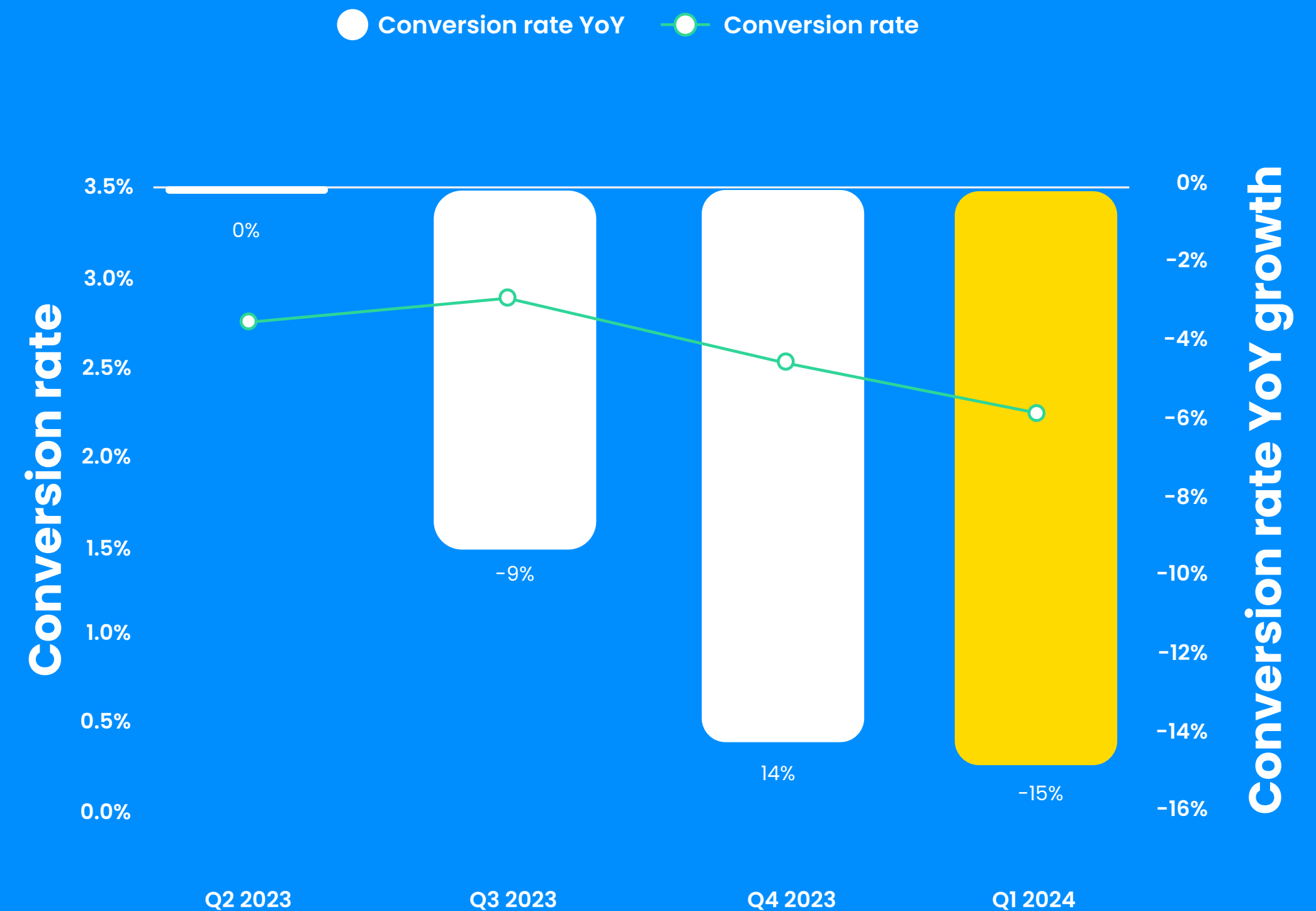
AOV (USD) and conv rate trends

AOV Trends



AOV has increased 4% YoY in Q1 2024 to \$208 USD.

Conversion Rate Trends

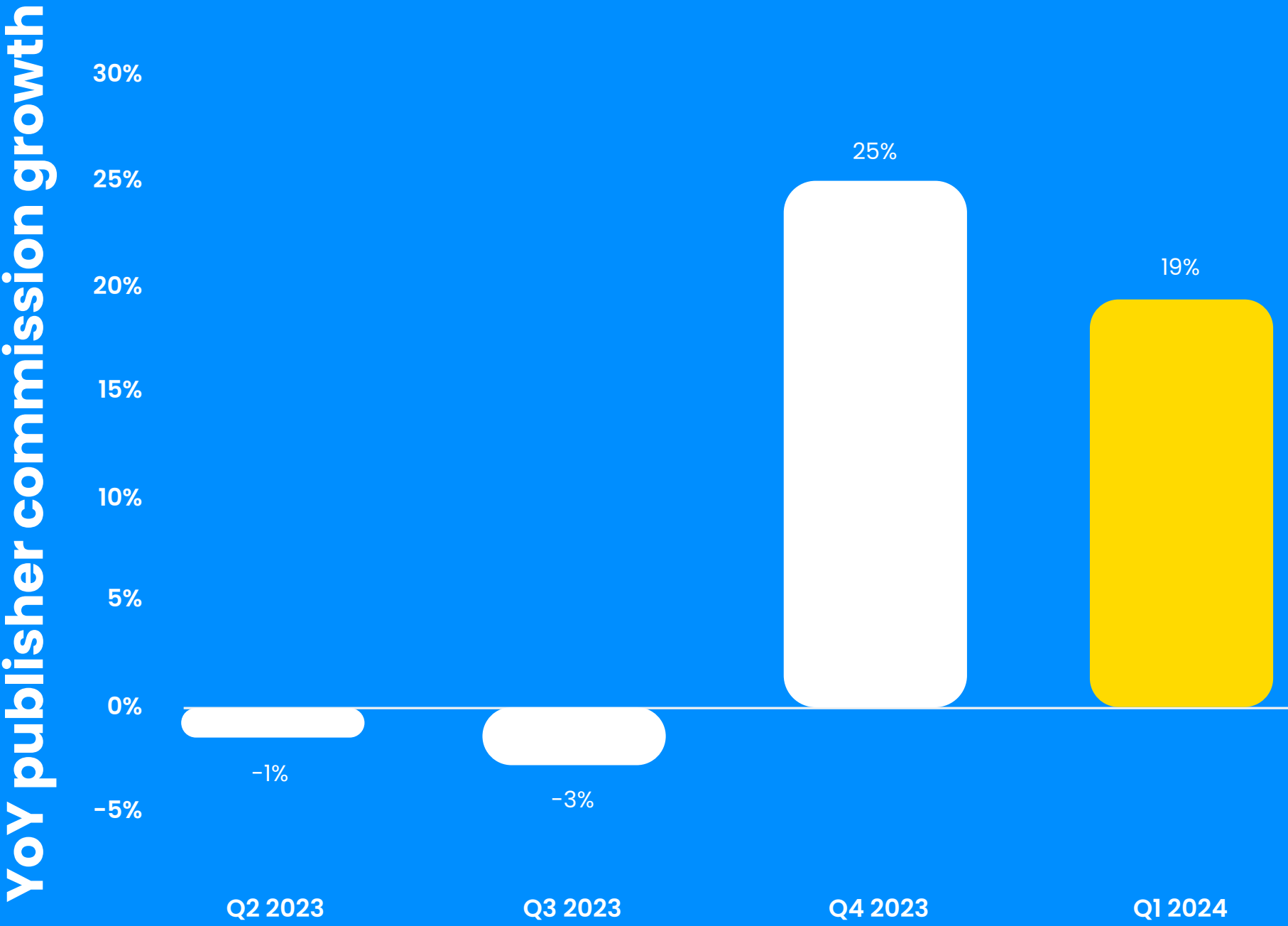


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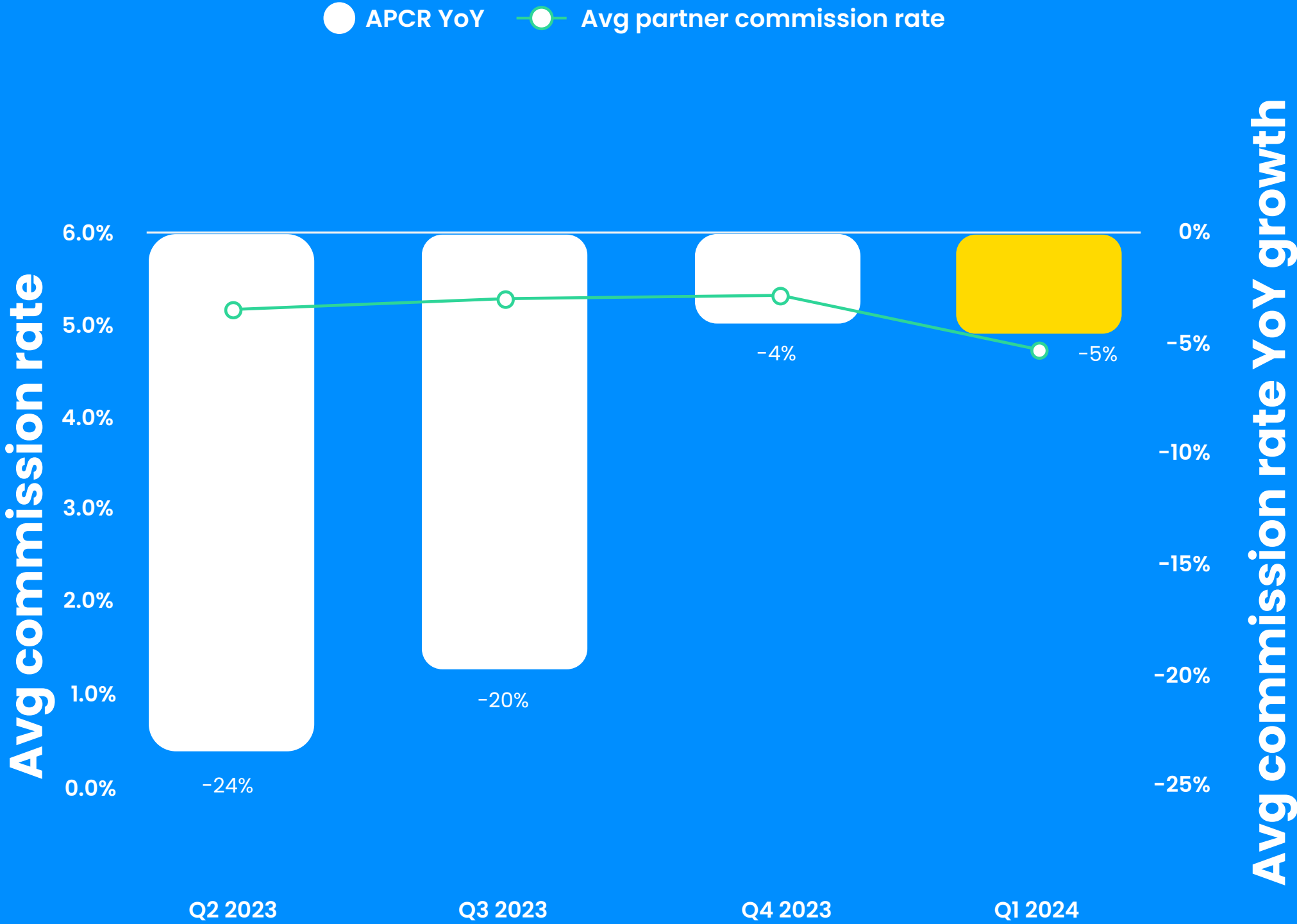
Publisher commission growth YoY

YoY publisher commission growth



Commission paid to publishers has grown 19% YoY in Q1 2024.

Avg publisher commission rate trends

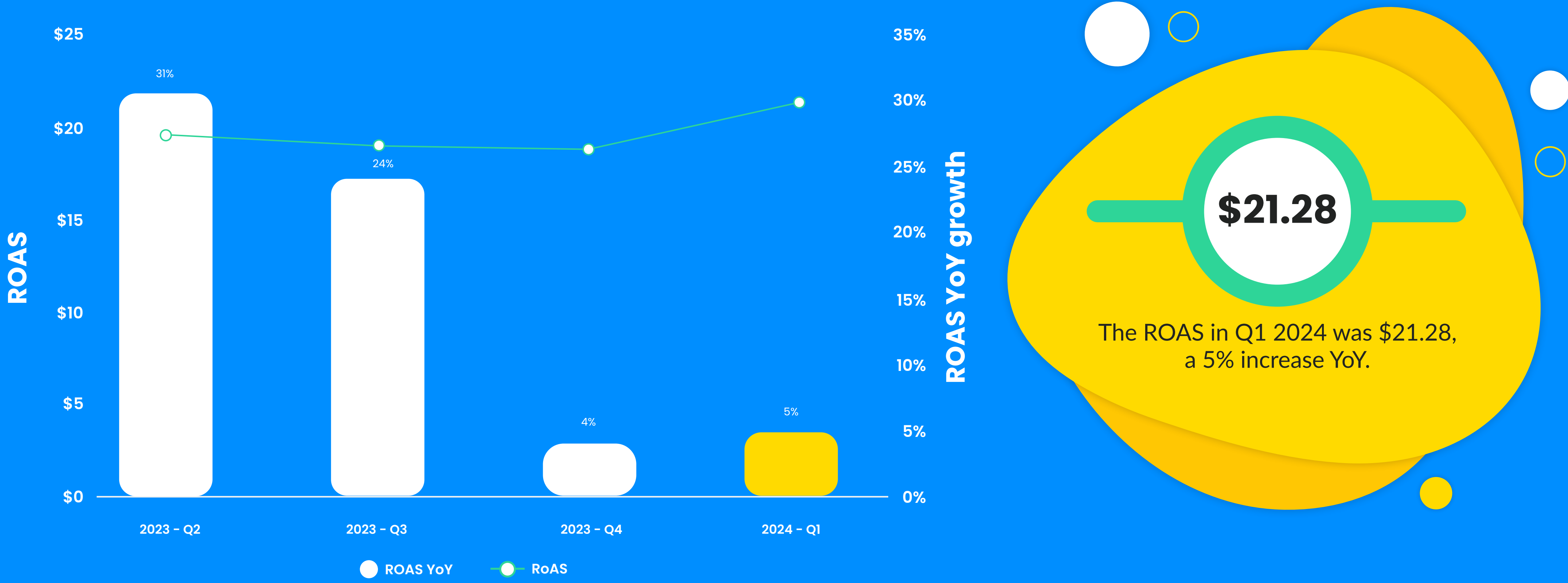


The average publisher commission rate in Q1 2024 was 4.7%, a 5% decrease YoY.

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

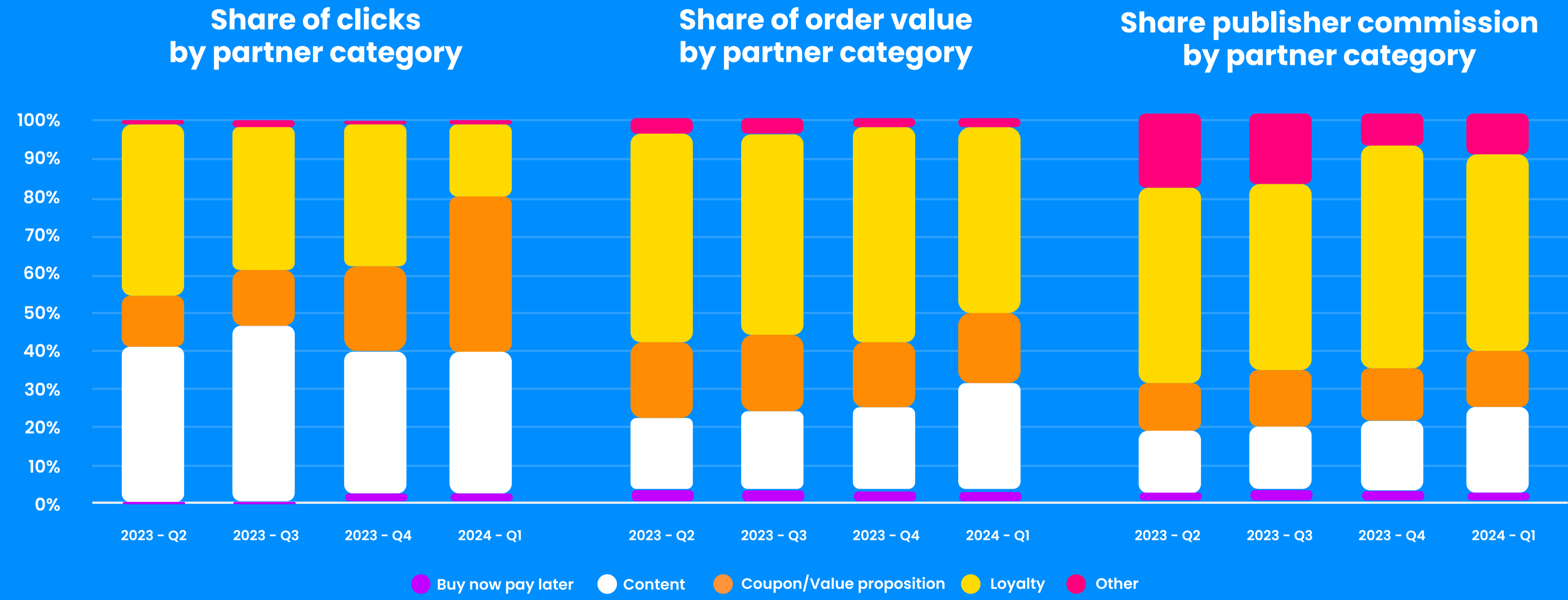
Return on ad spend growth YoY

ROAS trends



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 and loyalty are the top partner types in APAC.

• BNPL is an emerging category.

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2024 Q1 share by partner category

Partner vertical group	AOV (USD)	Conversion rate	Avg partner commission rate	ROAS (USD)
Buy now pay later	\$155	2.0%	3.5%	\$28
Content	\$348	1.1%	3.7%	\$27
Coupon/Value proposition	\$234	1.0%	3.6%	\$28
Loyalty	\$167	7.5%	5.1%	\$20
Other	\$133	5.0%	35.5%	\$3

- Content & Coupon drive the highest AOV.
- Loyalty drives the highest conversion rate.
- BNPL, Content, and Coupon drive the highest ROAS.

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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