Partner edition

Partnerize

Holiday hero

PLAYBOOK

The Q4 partner strategy guide.

This year, US ecommerce sales for the holiday shopping season are projected to reach up to **$318B** – a more than 8% increase over last year.

However, capturing a piece of this Q4 revenue requires advertisers to navigate unprecedented shifts in consumer behavior and search technology.

Shoppers have become strategic value seekers who lean on AI answer engines to research products, compare prices, and find deals, fragmenting the customer journey across machine-mediated discovery, creator feeds, and traditional search. Combined with early promotional kick-offs, price sensitivity, and evolving brand loyalty, marketers can no longer rely on static content and traditional optimization.

To maximize commercial yield this holiday shopping season, partners must look beyond unvalidated AI visibility, deploy dynamic campaigns, and partner with brands equipped to measure and reward your contribution accurately. Partnerize provides partners with transparent attribution, real-time analytics, and automated tools to ensure you're equitably compensated for your influence as you navigate this year's evolving digital commerce landscape.

Check out these 10 actionable recommendations that will enable you to optimize your partnerships for Q4 commercial outcomes and beyond to make you the holiday hero!

Let's get started!



Holiday planning pro tip #1

Lock In last-Minute brand partnerships before the holiday rush.

Promoting the brands your audience already trusts is vital to hitting your seasonal revenue targets — and the clock is ticking! Before your tech freeze sets in, make sure you are partnered with your audience's must-have brands.

Use these quick steps in Partnerize to finalize your holiday advertiser lineup:



Browse prospective partners by vertical.

Use vertical filters to uncover right-fit brands in your niche. Filter by relationship status to instantly surface fresh, unpartnered brands and connect in time for the holiday shopping season.



Accept your pending program invites.

Don't leave easy compensation on the table. Review incoming brand requests and accept pending invites so you can instantly generate tracking links and feature top holiday promotions.



Pinpoint region-specific opportunities.

Tailoring content to localized audiences? Filter discovery searches by country and currency to quickly activate relevant international or regional brands with the exact offers your local followers expect.

Holiday planning pro tip #2

Make a first impression with an up-to-date profile.

Advertisers actively scout and evaluate best-fit partners using the data in your Partnerize profile.

Make sure you are positioned to attract the right collaborations with these quick updates:



Upload your brand logo.

Boost recognition in brands' partner discovery searches. Adding a clean, professional logo ensures you stand out when advertisers browse prospective partners for seasonal campaigns.



Refresh your direct contact details.

Keep your contact name, email, and phone number current so advertisers can easily reach you. Accurate contact information ensures you never miss out on direct outreach for placements, gifting, or exclusive holiday promotions.



Fine-tune your partner details.

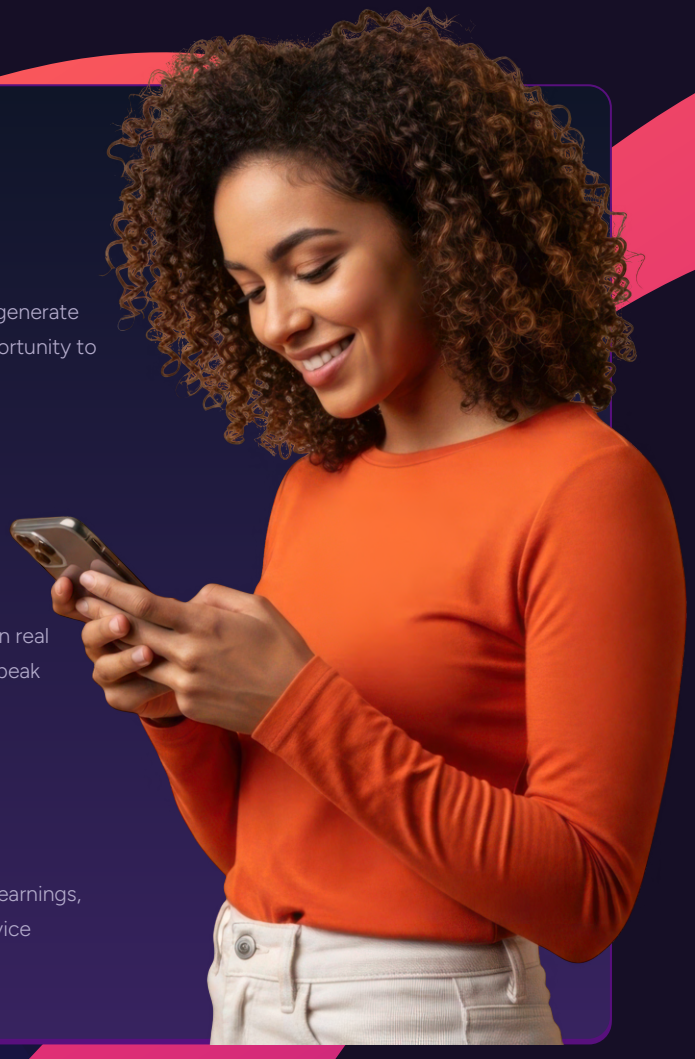
Verify that your primary verticals, promotional methods, target audience, and social footprint accurately reflect your current scale. Complete, precise profile data ensures you match with the right advertiser searches.

Holiday planning pro tip #3

Run your holiday shopping season collaborations from anywhere with the Partnerize mobile app.

The holiday shopping season moves fast – staying tied to your desktop shouldn't slow down your holiday momentum! With the fully end-to-end Partnerize Mobile App, you have the flexibility to manage partnerships, adapt to sudden inventory shifts, and track earnings right from your phone.

Here is how the mobile app keeps you ahead during the Q4 rush:



Discover brands and grab links instantly.

Spot an unexpected trending deal or flash sale? Search advertiser programs, apply on the fly, and generate tracking links in seconds so you never miss an opportunity to share high-converting offers with your audience.

Monitor success with real-time reporting.

In-app reporting lets you immediately see which campaigns are delivering the highest returns. Track clicks, conversions, and commission spikes in real time throughout Black Friday, Cyber Monday, and peak gifting weeks.

Manage payouts and cash out on demand.

Update your banking details, monitor your cleared earnings, and withdraw compensation directly from your device whenever you choose.

Download or update the Partnerize Mobile App today on the App Store or Google Play

Download on the App Store

GET IT ON Google Play

Holiday planning pro tip #4

Showcase your paid placement opportunities with Placement Marketplace.

Brands have dedicated holiday placement budgets ready to deploy, but for partners, manually pitching every gift guide spot, newsletter banner, and homepage takeover burns valuable time. Partnerize's Placement Marketplace eliminates the friction of one-off outreach by putting your premium placement opportunities directly in front of advertisers actively looking for holiday season exposure.

Add your available inventory to Placement Marketplace so that you can:



Maximize sold inventory.

Don't let valuable holiday inventory go unsold! List your curated gift guides, dedicated emails, editorial features, and prime banner slots in a centralized exchange where leading brands are actively browsing for feature opportunities.



Automate your creative delivery.

Eliminate the back-and-forth email chains chasing assets, copy, and tracking links during your busiest weeks with automated delivery that pushes approved creative directly into your sold inventory.



Accelerate deal approvals.

Remove the friction from standard pitch cycles. Putting your packages, clear timelines, and promotional specs in front of the decision-makers allows brands to review and opt in easily.

Holiday planning pro tip #5

Sell out your placement inventory.

Beyond listing your primary packages in Placement Marketplace, you can extract every dollar from your Q4 opportunities with these tactical moves:

✱

Create holiday bundles at an introductory rate.

Pair leftover, single-channel placements (like a secondary newsletter callout or dedicated category banner) with higher-traffic pages into a unified package at a slight discount. Brands with leftover spend will jump at the chance to test multiple touchpoints across your platform without committing to premium pricing.

✱

Trade upfront fees for compensation increases and exclusive codes.

If an advertiser hesitates at a fixed placement fee late in the season, offer to feature them in an open slot in exchange for a temporary rate increase, exclusive vanity codes, or a tiered payout – opportunities that lower the brand's upfront barrier while giving you the opportunity to sell your inventory.

✱

Pitch fast-turnaround slots for last-minute flash sales and shipping deadlines.

The holiday season means that brands may be pushing out last-minute flash sales to extend their peak promotions. Package remnant inventory as "turnkey, ready-to-deploy" placements with 24-hour live turnarounds, giving advertisers a frictionless way to react to competitors and burn remaining year-end budgets.

Holiday planning pro tip #6

Keep essential support resources and brand contacts at your fingertips.

During the holiday shopping season, an expired promo code, broken tracking link, or sudden inventory sell-out can cost you compensation if it isn't resolved immediately.

Set up your holiday escalation plan now by keeping these critical contacts and self-service resources at your fingertips:

Check out on-demand Knowledge Base guides.

Need a quick answer for a platform how-to during odd hours? Bypass the ticket queue by bookmarking the on-demand Partnerize and Ascend™ Knowledge Bases to instantly reference step-by-step user guides, best practices, and troubleshooting documentation.

Advertiser contact details.

Access contact information for your brands directly from their platform profiles to quickly communicate any opportunities or changes.

Bookmark dedicated platform support channels.

Don't wait for a technical question during Black Friday to figure out where to get help. Keep direct links to submit requests readily accessible so you can instantly reach our specialized partner teams when you need them:

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Holiday planning pro tip #7

Optimize beyond the guaranteed ship date.

Don’t let the last guaranteed ship date bring holiday shopping to a halt! Reach the eleventh-hour shoppers with instant digital alternatives with these strategies:

✱

Negotiate dynamic rates or bonuses on gift card transactions.

Advertisers typically restrict compensation on gift cards to prevent paying on both the card purchase and its eventual redemption. Bridge this gap by requesting a dynamic commissioning rule or a flat-dollar bonus per card sold in exchange for premium placement.

✱

Pivot placement messaging to highlight instant delivery.

Swap out standard product creative in your featured slots for high-urgency, stress-relief messaging. Focus copy on "Instant Email Delivery," "Delivered to their inbox in minutes," or "Zero shipping delays" to highlight e-gift cards, digital memberships, and experiential gifts directly addresses the anxiety of late shoppers looking for guaranteed solutions.

✱

Launch a dedicated "Last-Minute & Instant Gifting" hub.

Build a centralized, friction-free landing page or featured guide showcasing top retail partners that offer immediate e-gift card purchases and printable vouchers. Organizing these options by category (e.g., tech lovers, foodies, fashion, home) lets overwhelmed shoppers knock out their entire remaining list in one visit and gives you a fresh feature opportunity to share with your brands.

Holiday planning pro tip #8

Accommodate holiday creep.

Holiday content planning used to revolve strictly around Cyber Week. Today, extended promotional timelines and "holiday creep" mean consumer shopping windows stretch across months rather than days. Relying solely on traditional peak dates leaves money on the table when consumers are actively researching, comparing, and buying throughout the entire season.

Remain flexible with your holiday promotional schedule with these strategies:



Spotlight flexible omnichannel fulfillment (BOPIS & ROPIS).

Cater to hybrid shoppers by featuring Buy Online, Pick Up In Store (BOPIS) and Reserve Online, Pick Up In Store (ROPIS) options. Speak with your advertiser partners ahead of time to confirm that platform tracking accounts for omnichannel conversions and discuss tailored commission rates for driving store-pickup foot traffic.



Broaden your content mix beyond pure discount hunting.

Diversify your content with non-discount value drivers that appeal to strategic shoppers such as low free-shipping thresholds, curated "under $50" gift guides, bundled perks, and instant digital vouchers.



Align high-impact pushes with the full lineup of shopping milestones

While not an exhaustive list, consider how to garner consumer attention and lock in advertiser spend on the biggest shopping holidays of the season:

- **Singles' Day:** Wednesday, November 11
- **Thanksgiving Day:** Thursday, November 26
- **Black Friday:** Friday, November 27
- **Cyber Monday:** Monday, November 30
- **Free Shipping Day:** Monday, December 14
- **Super Saturday:** Saturday, December 19
- **Boxing Day:** Saturday, December 26

Holiday planning pro tip #9

Prepare to get paid!

Ensure that you are able to easily claim your compensation for the value you provide brands by confirming your payment details in the platform:

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Ascend™ partners digitally receive their earnings twice monthly. Ensure that your payment information is accurate by:

Verifying your PayPal information.

Access Profile Settings to make sure that you've entered your account information accurately as there is no additional verification prior to payment.

Ensuring that you've submitted your W-9.

If you haven't added your W-9, a red banner will appear on your dashboard with next steps.

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Navigate to payment settings found on your top nav and:

Select a tracked currency.

Choose the currency in which your referred transactions will track. If using PayPal, please note that only USD, CAD, AUD, EUR and GBP are supported.

Choose a paid currency.

You will receive payments in the currency you choose for this field.
Please note that PayPal users must select the same currency for both Tracked Currency and Paid Currency.

Verify a payment method.

Select from PayPal or Electronic funds transfer.

Select “Auto self bill”.

Toggling this field ensures that your commissions are paid out automatically and will not require additional steps to claim your rewards.

Enter your bank or Paypal details.

Input your payment information to ensure that your rewards reach your account.

Holiday planning pro tip #10

See your success in real time.

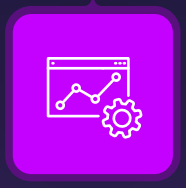
Monitoring performance during the holiday shopping season can quickly become an operational headache. Partnerize simplifies seasonal analytics by equipping you with real-time visibility to safeguard margins and steer profitable growth throughout high-velocity sales events.

Leverage these three analytics capabilities to gain transparency into your holiday results:



Automate stakeholder alignment with Scheduled Reporting.

Eliminate manual data pulls during the busiest shopping days of the year. Build customized reporting views tailored to your seasonal objectives and schedule automated delivery straight into the inboxes of leadership, cross-functional teams, and agency partners supporting your holiday execution.



Track real-time progress with the KPI Dashboard.

Keep a pulse on the metrics that matter most to your business. The KPI Dashboard translates your performance into intuitive visual reporting, giving you on-demand visibility into how your campaigns are pacing against customized monthly, quarterly, and annual growth targets.

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Learn more about how Partnerize enables you to maximize your revenue growth during Q4 and beyond.

Get in touch

