



Partnerize

U.S. Retail Affiliate Marketing Sales Index

Updated through October 31st, 2023



Introduction

In developing the U.S. Retail Affiliate Marketing Sales Index we measured the gross merchandise sales directly attributable to affiliate marketing promotions for the period beginning January 1st through December 31st and compared them against the affiliate gross merchandise sales for the same period in 2022.

We analyzed performance in 10 retail categories comprised of ~700 retail brands as tracked in the platform. Additionally, commission trends, publisher activity and customer behavior were also examined.

The U.S. Retail Affiliate Marketing Sales Index data is not intended as a proxy for overall affiliate marketing activity, e-commerce activity overall, or the performance of any individual business, including Partnerize. On a periodic basis, we review and update our same store flag methodology as new stores join the platform. On June 20th, 2021, we updated our same store logic to more closely reflect trend activity. Periodic normalization to account for data anomalies may also occur.

Vertical status through October 2023

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Sports & Fitness



+14% YoY

Accessories & Jewelry



-3% YoY

Gifts & Flowers



-6% YoY

Home & Garden



-10% YoY

Clothing & Apparel



-19% YoY

Food & Drink



-21% YoY

Health & Beauty



-45% YoY

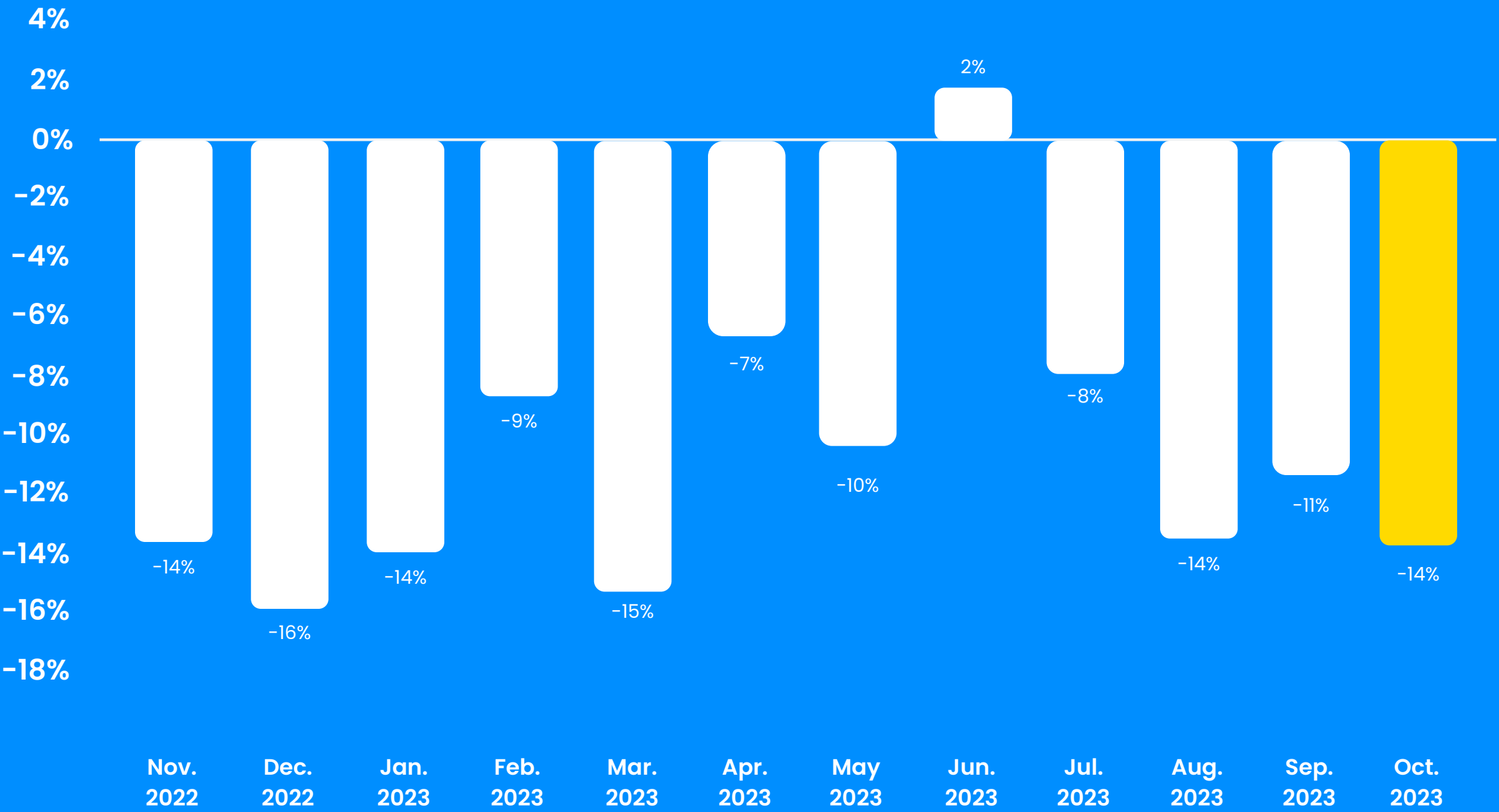
Computers & Electronics



-53% YoY

Monthly revenue trends

Gross Revenue YoY Growth

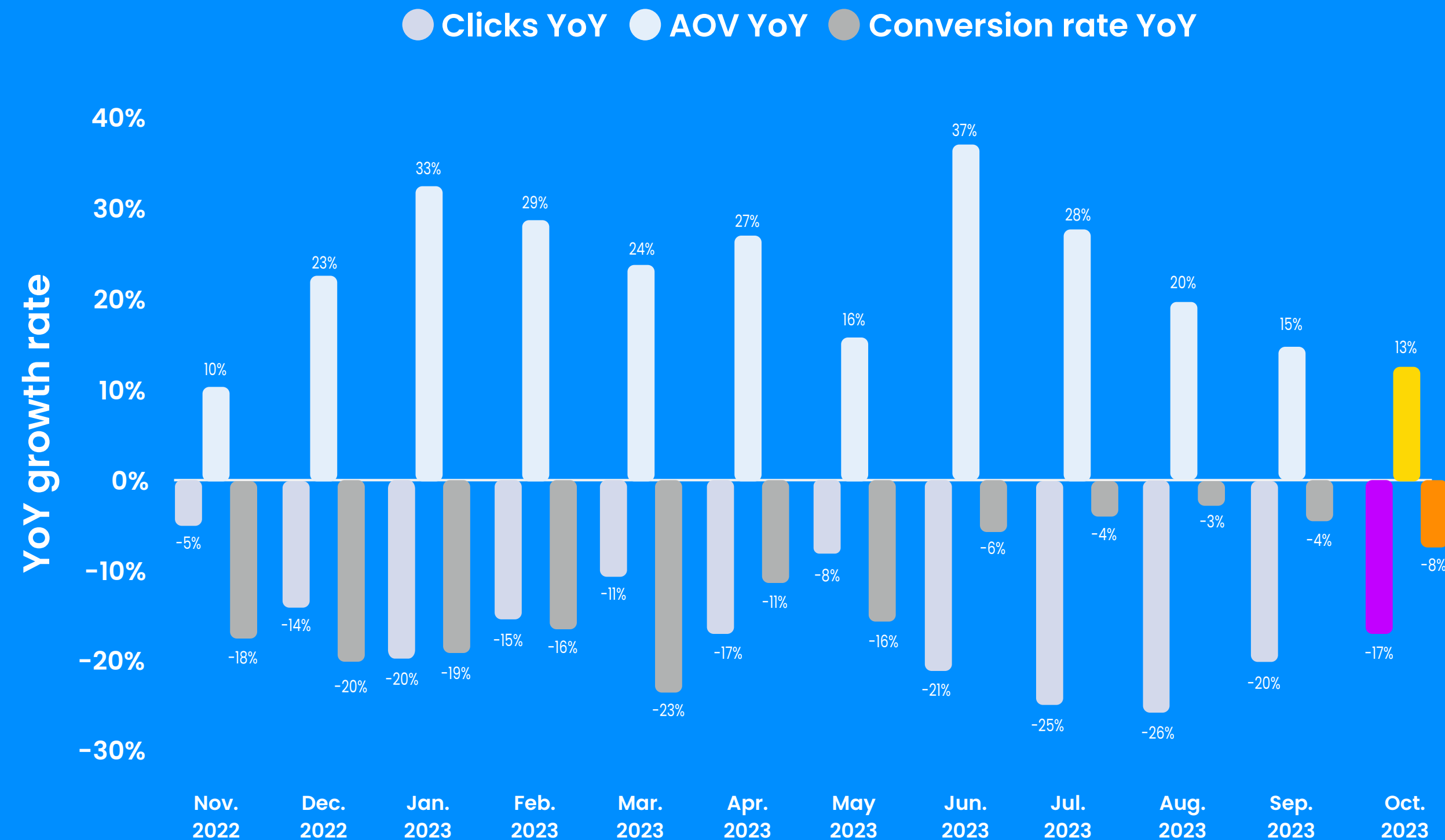


-14%

October saw a 14% decrease in gross revenue YoY.

Drivers of monthly revenue growth

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Clicks

-17%

Conversion rate

-8%

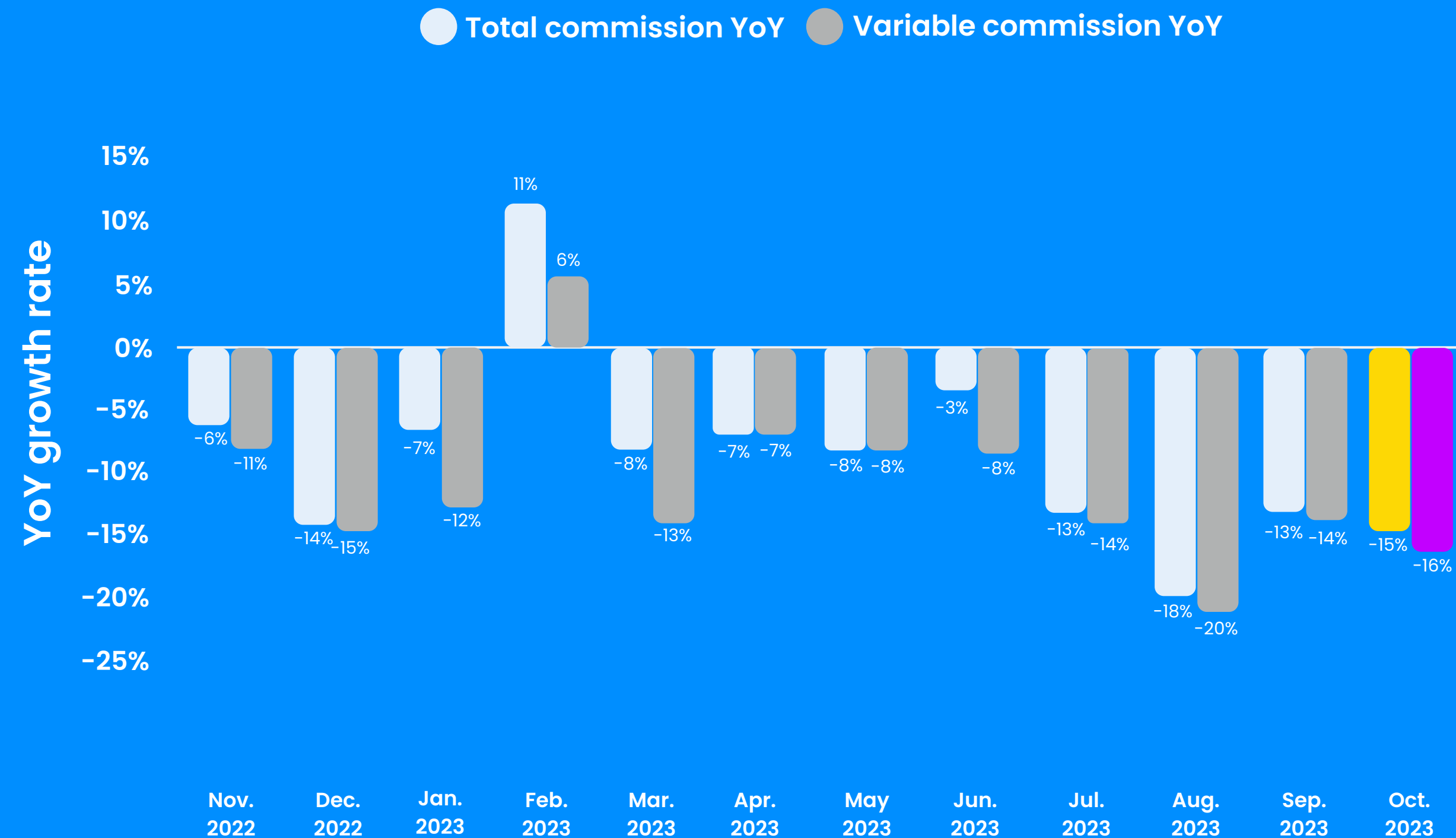
AOV

+13%

In October, the 14% decrease in revenue was driven by a YoY decrease in clicks (-17%) and conversion rate (-8%). However, average order value was up significantly at 13% YoY.

Monthly commission trends

6



-15%

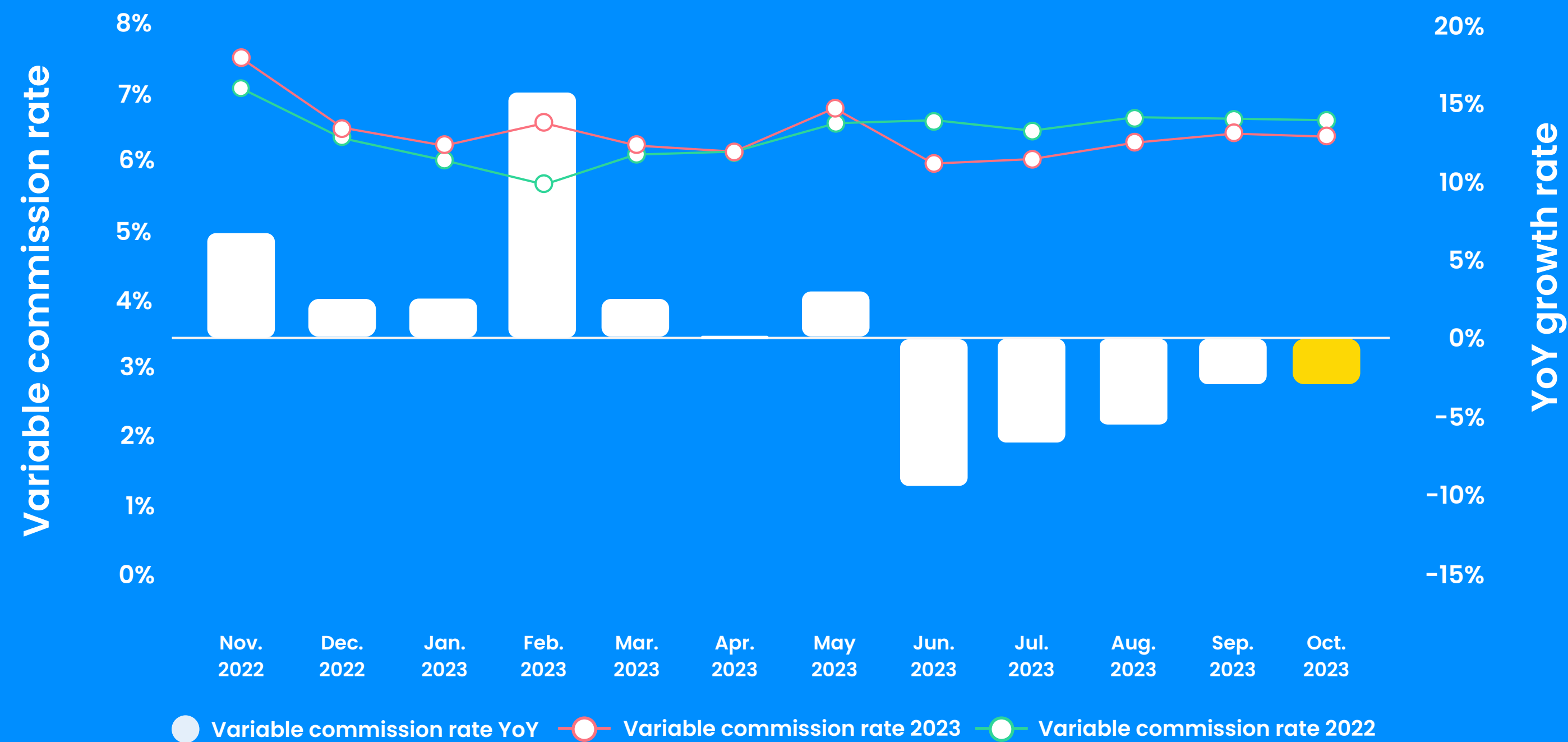
-16%

In October 2023, variable commission is down 16%, and total commission is down 15% YoY.

- Commissions paid to publishers are comprised of two types:
 1. "Variable Commission" is defined as a percentage of revenue or conversion
 2. "Bonus Commission" is defined as a flat amount typically associated with paid placements or media buys
- "Total Commission" is defined as the total of "Variable commission" plus "Bonus commission"

Monthly variable commission rates trends

Variable commission rate and growth YoY

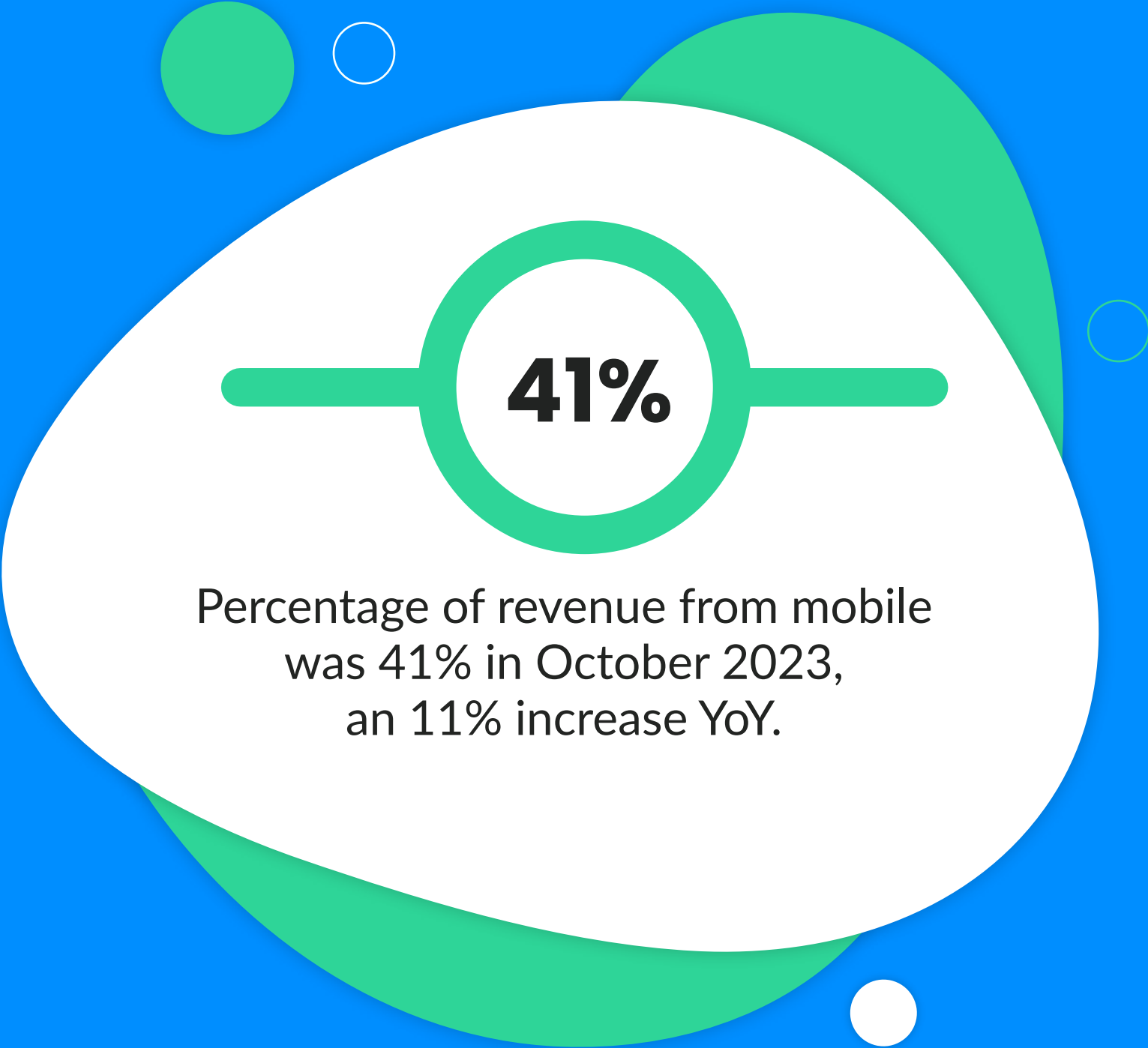
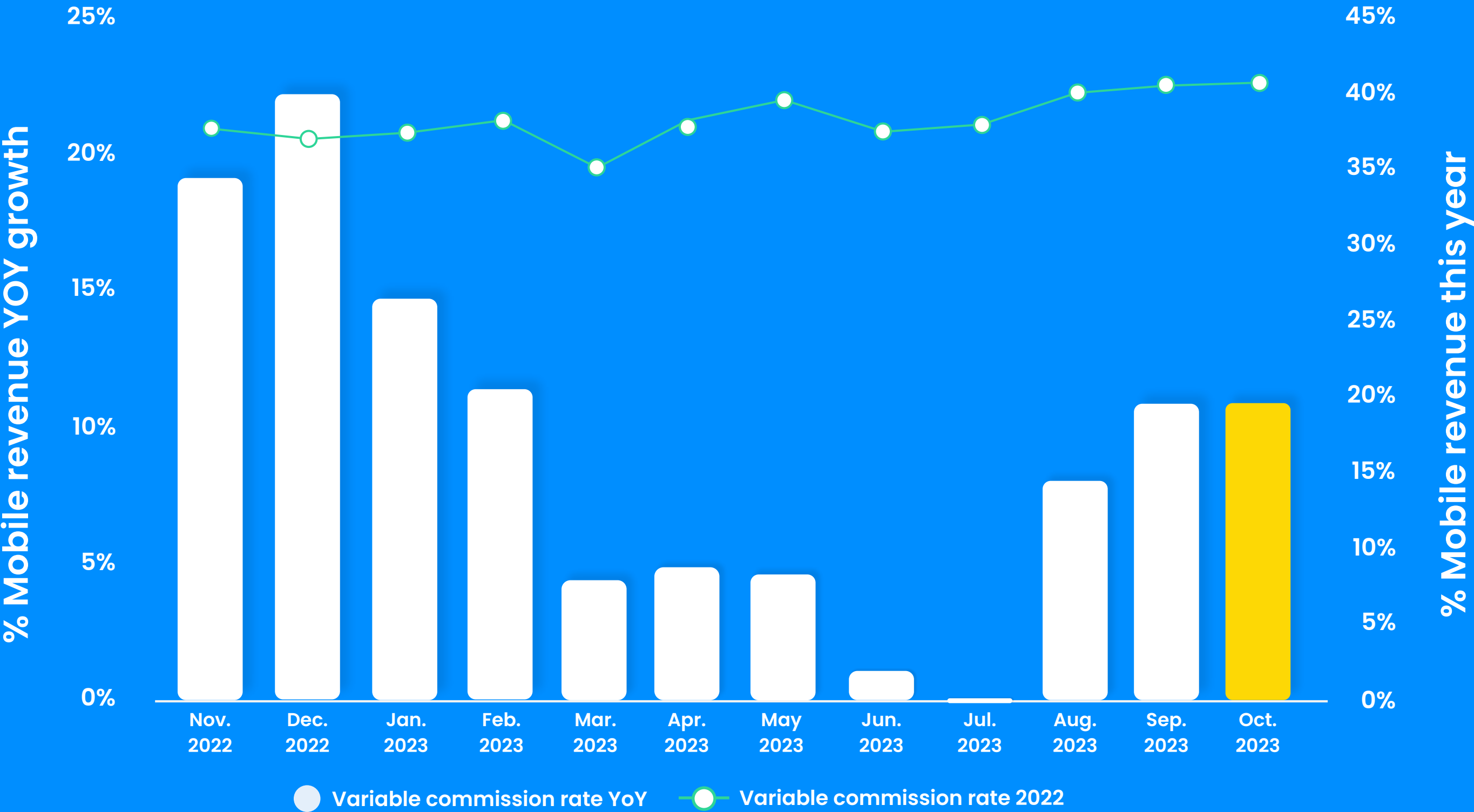


6.4%

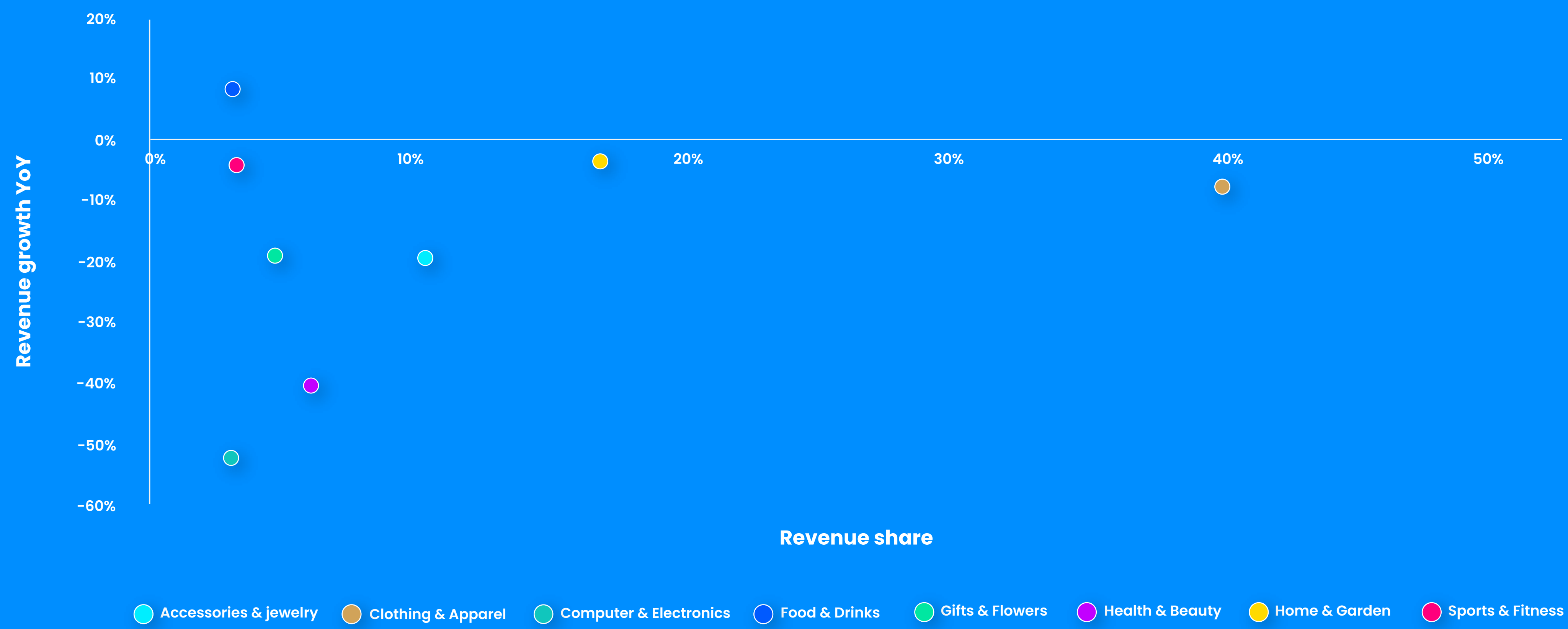
Variable commission rates in October 2023 were at 6.4%, not much change throughout 2023, but 3% lower than October of 2022.

Monthly mobile revenue share

% of revenue from mobile



Revenue growth by advertiser vertical



Monthly new customer revenue share

10

% of revenue from new customers



50%

In October 2023, the percentage of revenue acquired from new customers is 50%, up compared to September and a 1% YoY decrease.

New customer revenue by publisher category

11

% of revenue from new customers in past 12 months by publisher category



56%

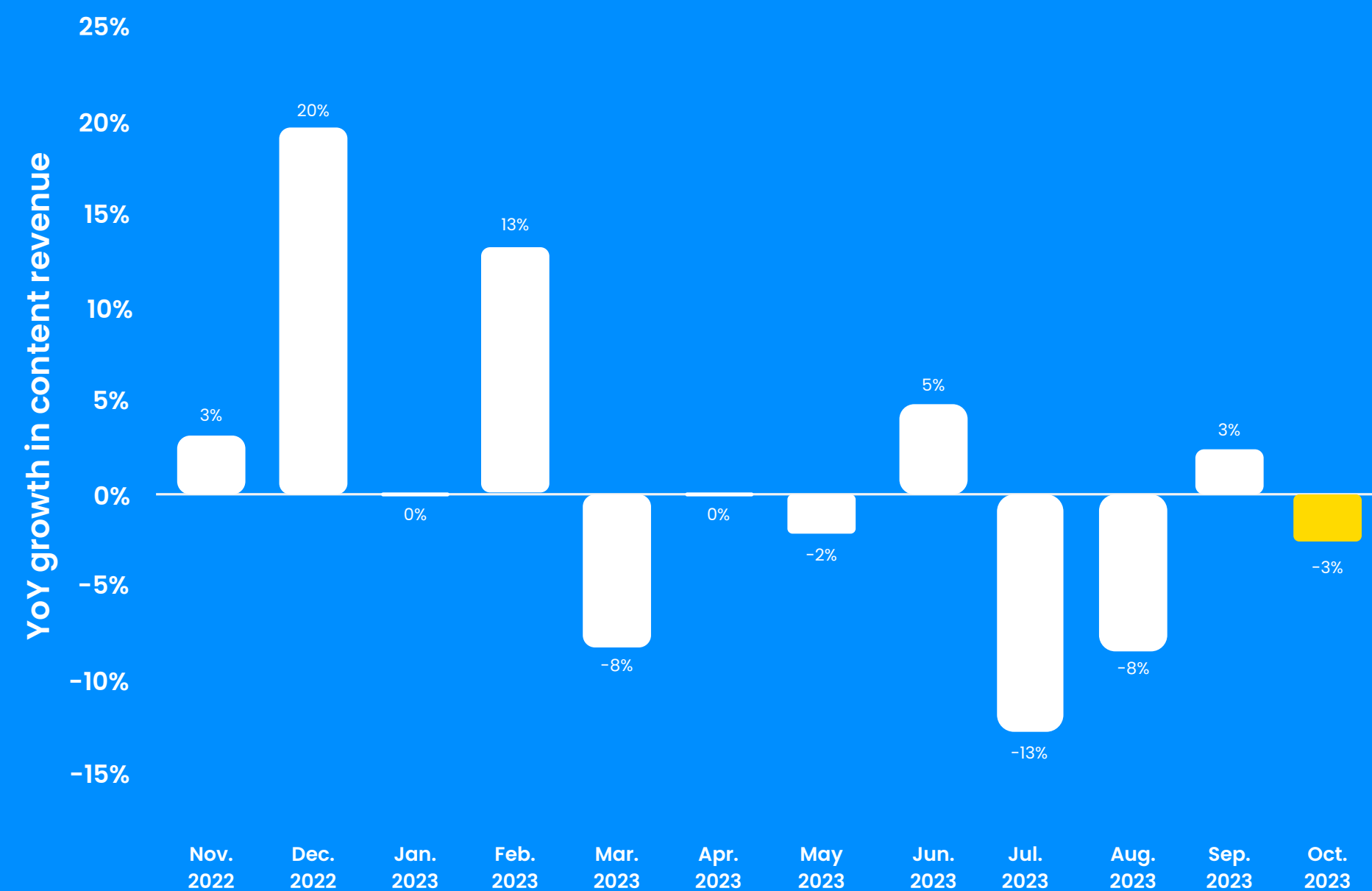
Here is the percentage of revenue from new customers in October, by partner category:

Other 52.3%	Content 56%
Coupon 48.6%	Loyalty 38.9%

Content publisher YoY revenue and commission trends

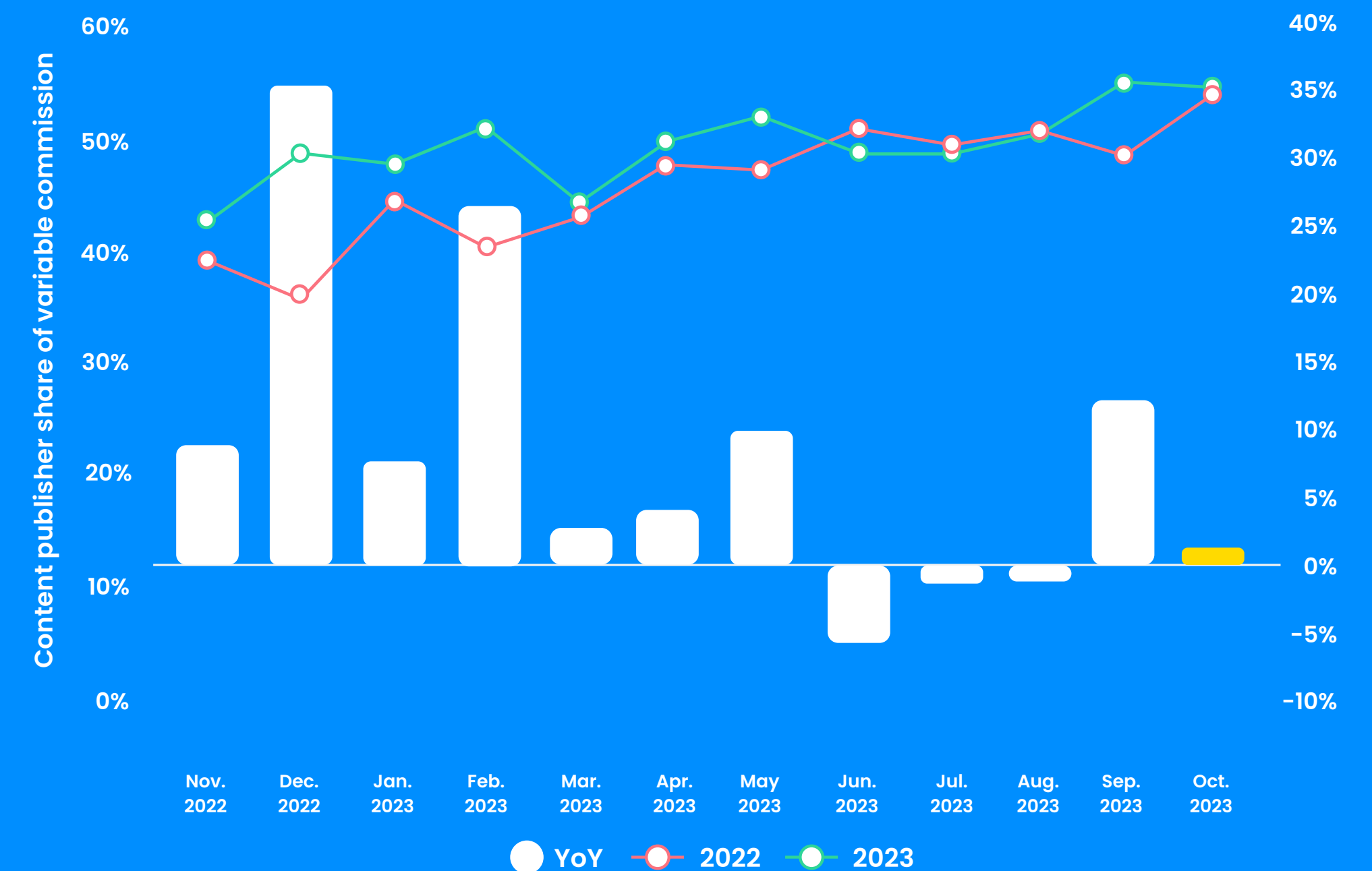
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Content publisher revenue YoY growth rate



Growth in the content partner category has decreased by 3% in October 2023.

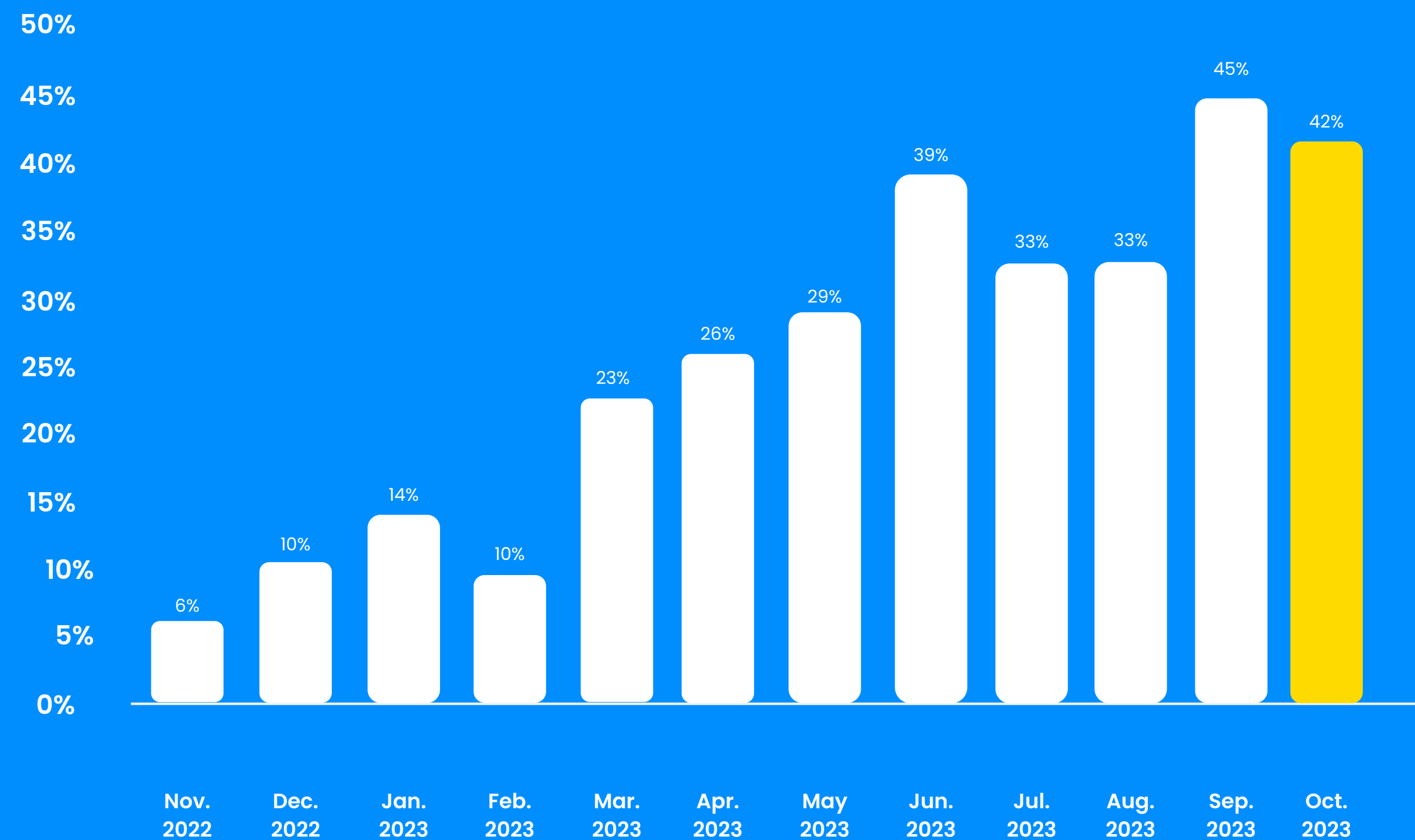
Content publisher share of variable commission



In October 2023, share of commission for content partners is 55%, up 1% YoY.

Publisher partner application growth YoY

13

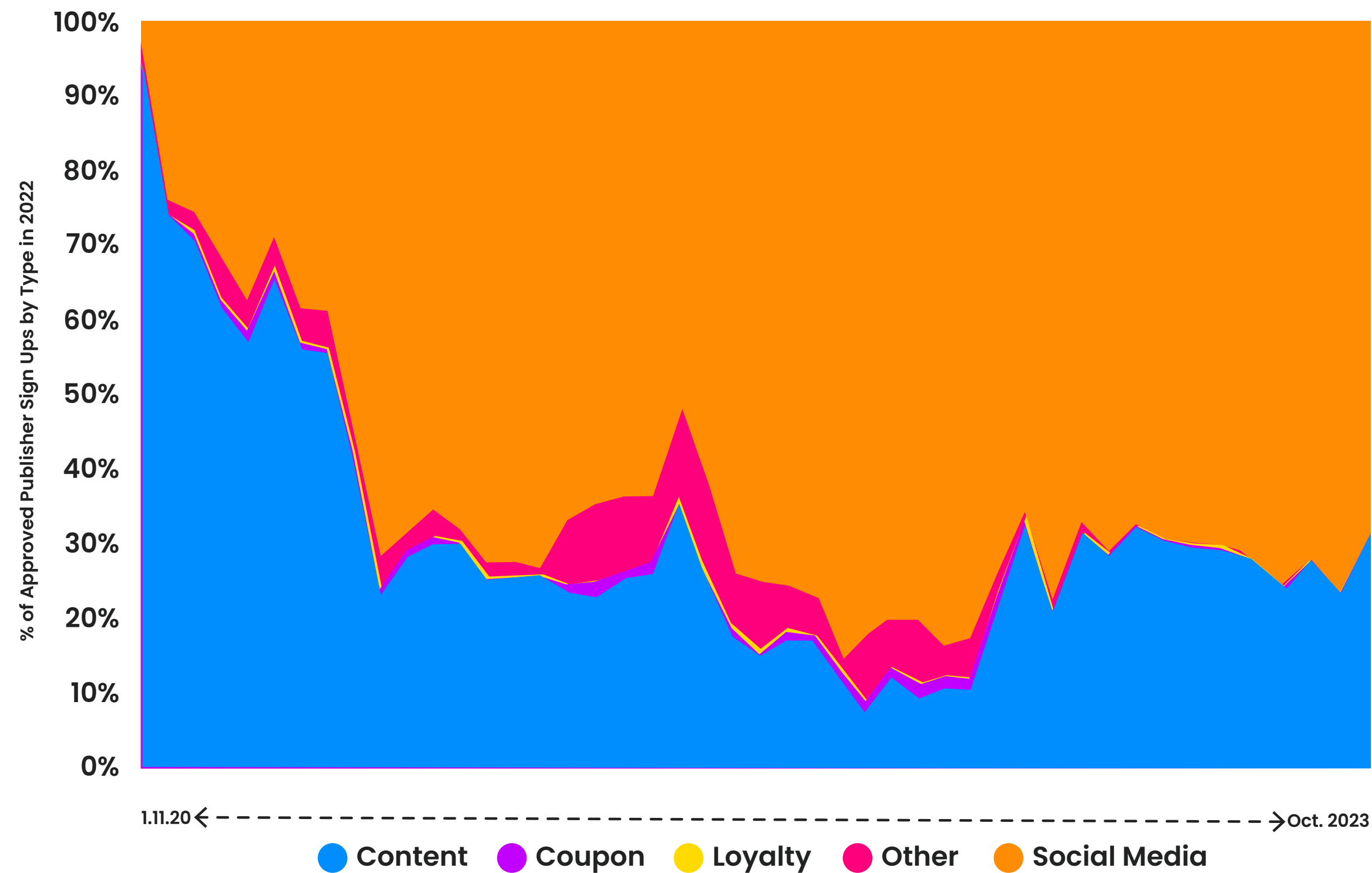


42%

Partner application increased 42% YoY in October 2023, second highest month in 2023.

% of approved publisher sign ups by type

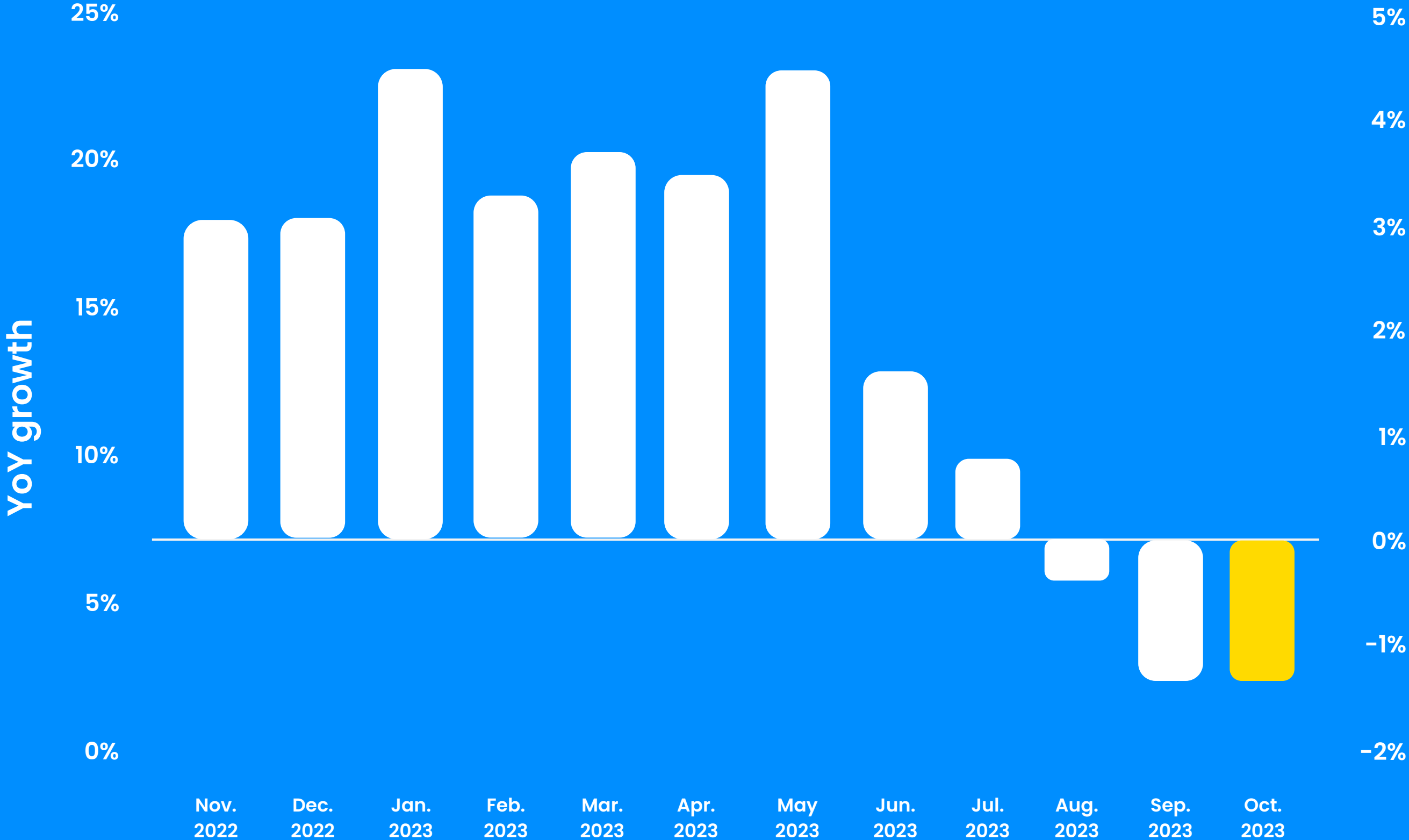
14



Social Media and Content partners make up the majority of new publishers joining the Ascend™ network.

The trends have remained pretty consistent throughout 2023.

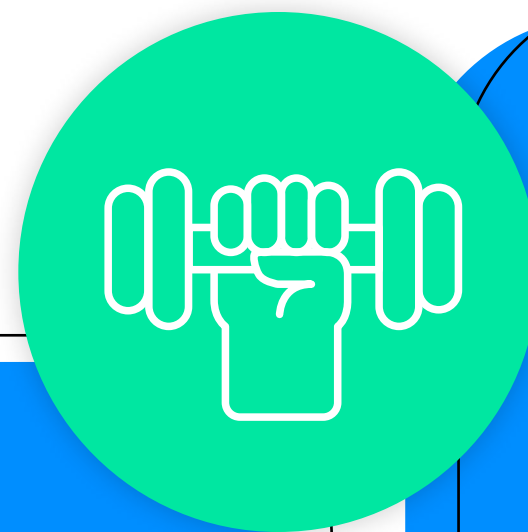
Average revenue generating connections per advertiser



11.6%

In the month of October, we saw an 11.6% increase YoY in the average number of connections per advertiser.

Insights by vertical.

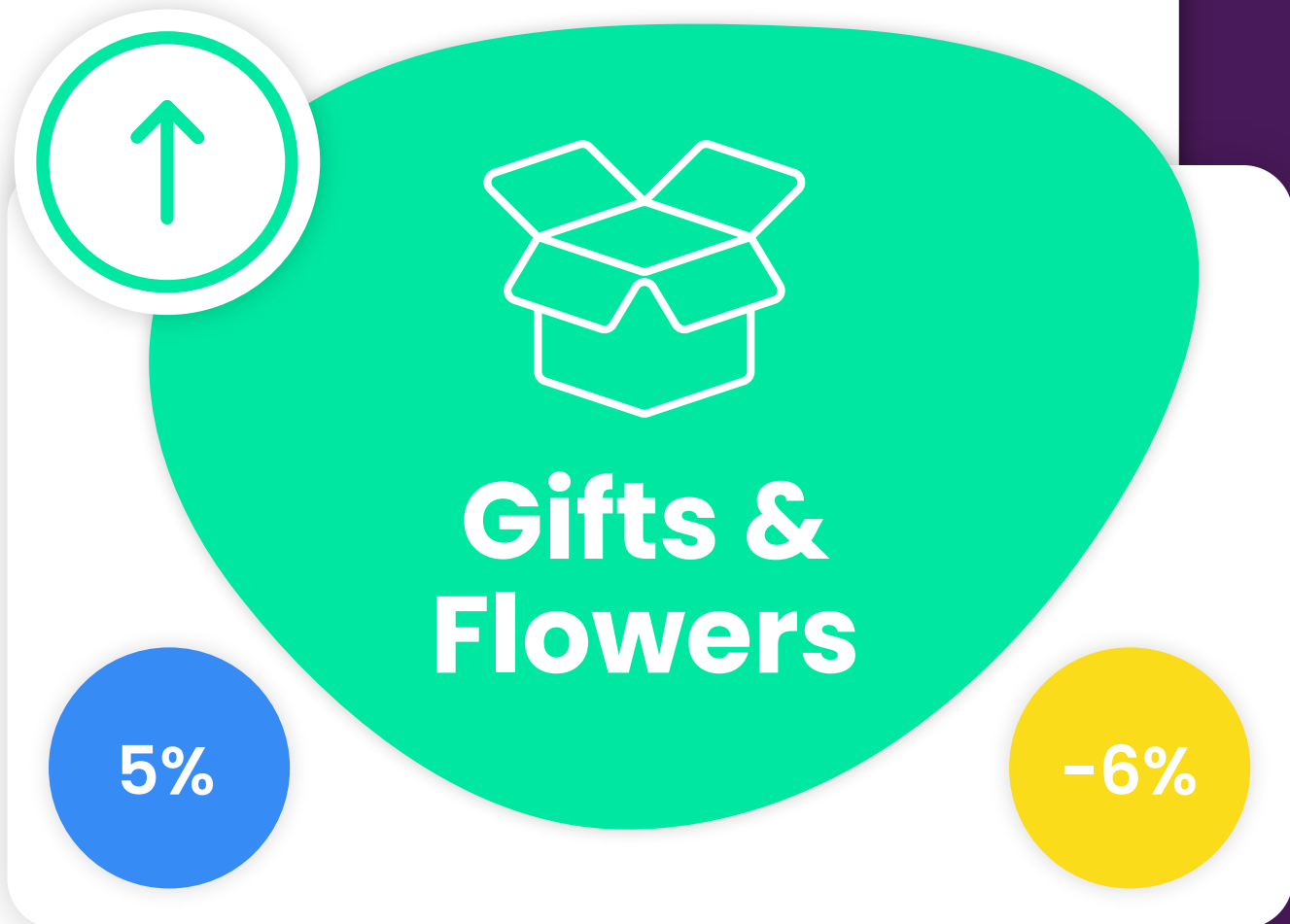


Click and revenue YoY growth rate by vertical

All data represents YoY growth for the end of September 2023.

Revenue Growth YoY

Revenue share YoY

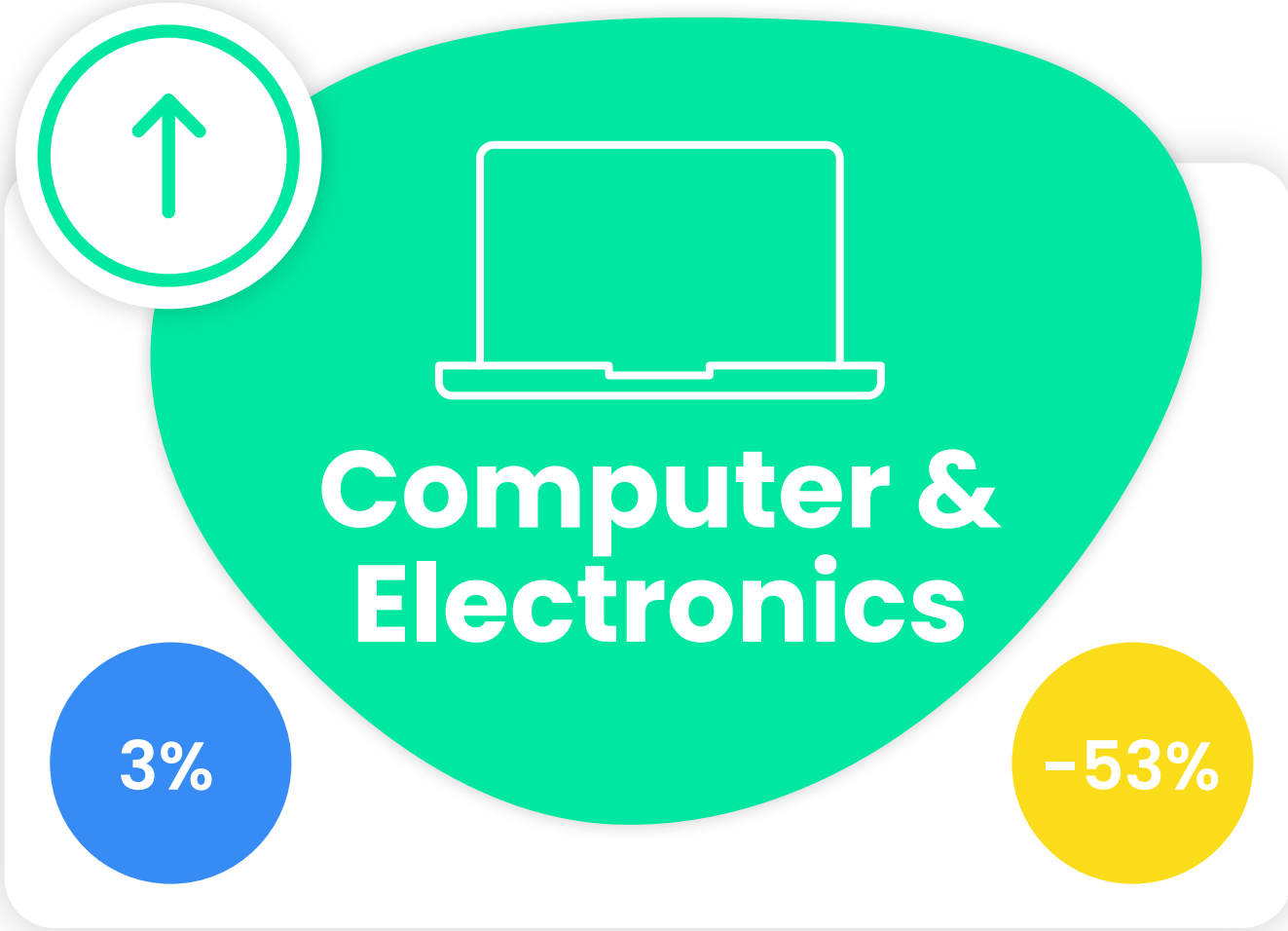
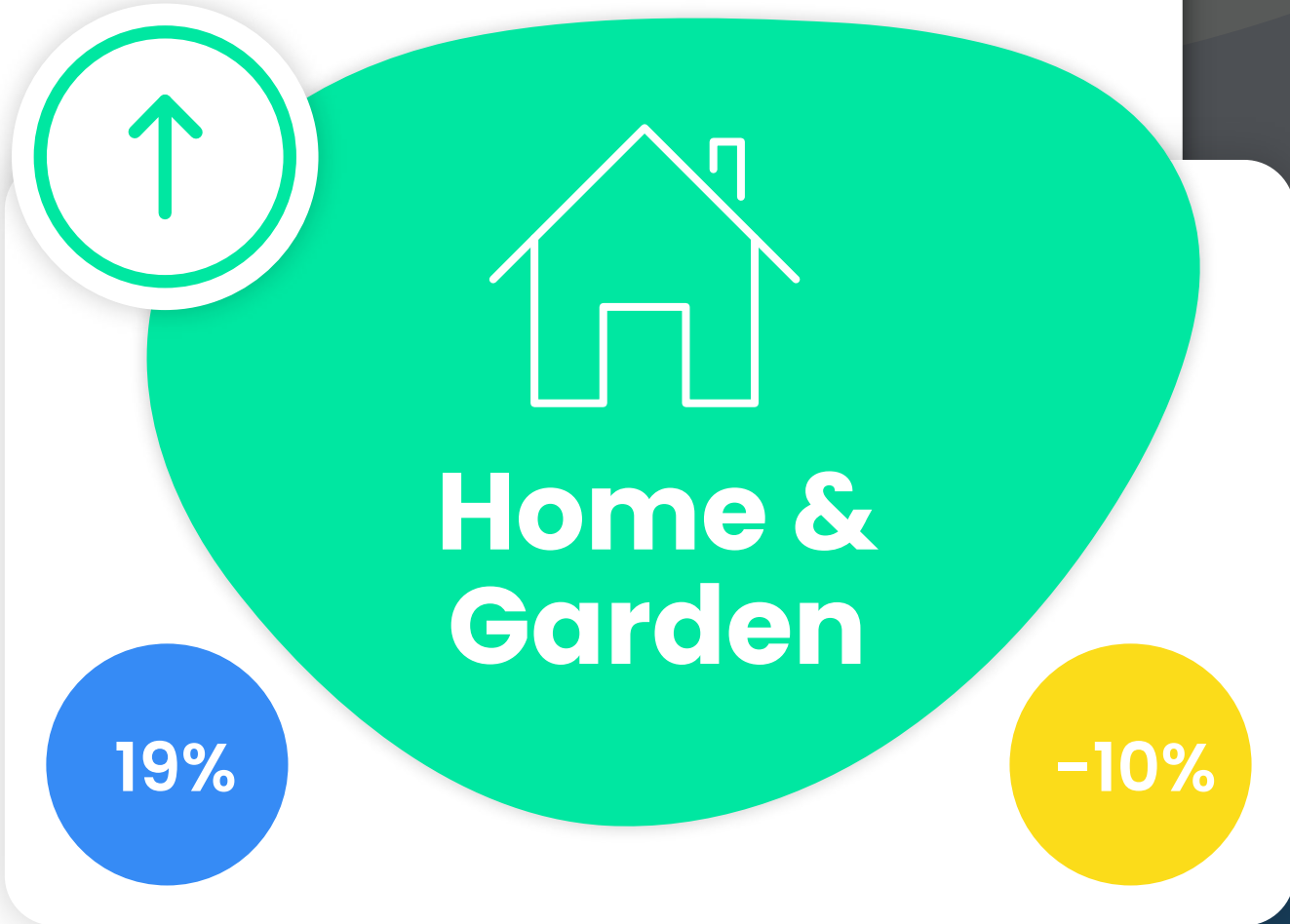


Click and revenue YoY growth rate by vertical

All data represents YoY growth for the end of September 2023.

Revenue Growth YoY

Revenue share YoY





A better way to partner.

Interested in learning more
with a Partnerize expert?

Contact us at

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