

Partnerize



eBook

**Evolve beyond last
click with spend
allocation tools
from Partnerize**

A projected **2.92B consumers** will be digital buyers by 2026. With over 35% of the global population soon-to-be transacting online, marketers must cultivate an experience across the buyer journey that commands attention and encourages conversion—omnipresence that quickly grows in cost and complexity.

With marketers allocating **56% of total budget** to online channels, it's critical that they maximize these dollars by not only reaching and engaging with digital consumers, but also garnering actionable insights from the campaigns. As digital advertising costs continue their year-over-year upward trajectory (Meta CPMs rising **60% YoY**, Google CPMs spiking over 75% and TikTok surging +185% in advertising cost), these widely considered “go-to” channels once praised for their effective customer acquisition capabilities have become too expensive to rely on for positive outcomes. As a result, marketers are seeking a viable alternative for reaching their target audiences at scale. And, many of these marketers are realizing that the partner marketing channel is an effective means of driving profitable growth with an average of 12:1 return on ad spend according to the Performance Marketing Association's 2022 industry study.

Evolve beyond last click

While the partner channel gives marketers necessary payment flexibility, evolving beyond the channel's historical last-click payment model is the secret sauce for maximizing the benefits of partnerships—a progression easily achieved with the Partnerize platform's suite of spend allocation tools that enable marketers to:

Attribute value amidst ever-changing consumer behavior.

Consumers are becoming savvier and doing their research before ultimately making a purchase. As a result, multiple partners often appear in the clickstream as consumers navigate across partner types for inspiration, influence, deal hunting and to redeem their cash back.

Automate deployment of flexible, equitable rewards.

Marketers need a payment model that allows them to define the most valuable position in the clickstream and/or which partner played the greatest role in each conversion. With spend allocation tools, the ability to reward partners based on merit and not clickstream position is easier than ever.

Enable partner diversification.

Partners share brands' content with their audience with a goal of being paid for their effort. Marketers that overlook the critical importance of equitable partner rewards aren't supporting mutually beneficial partnerships. As a result, fostering relationships with a variety of partner types is impossible—a hindrance that inhibits program diversification.

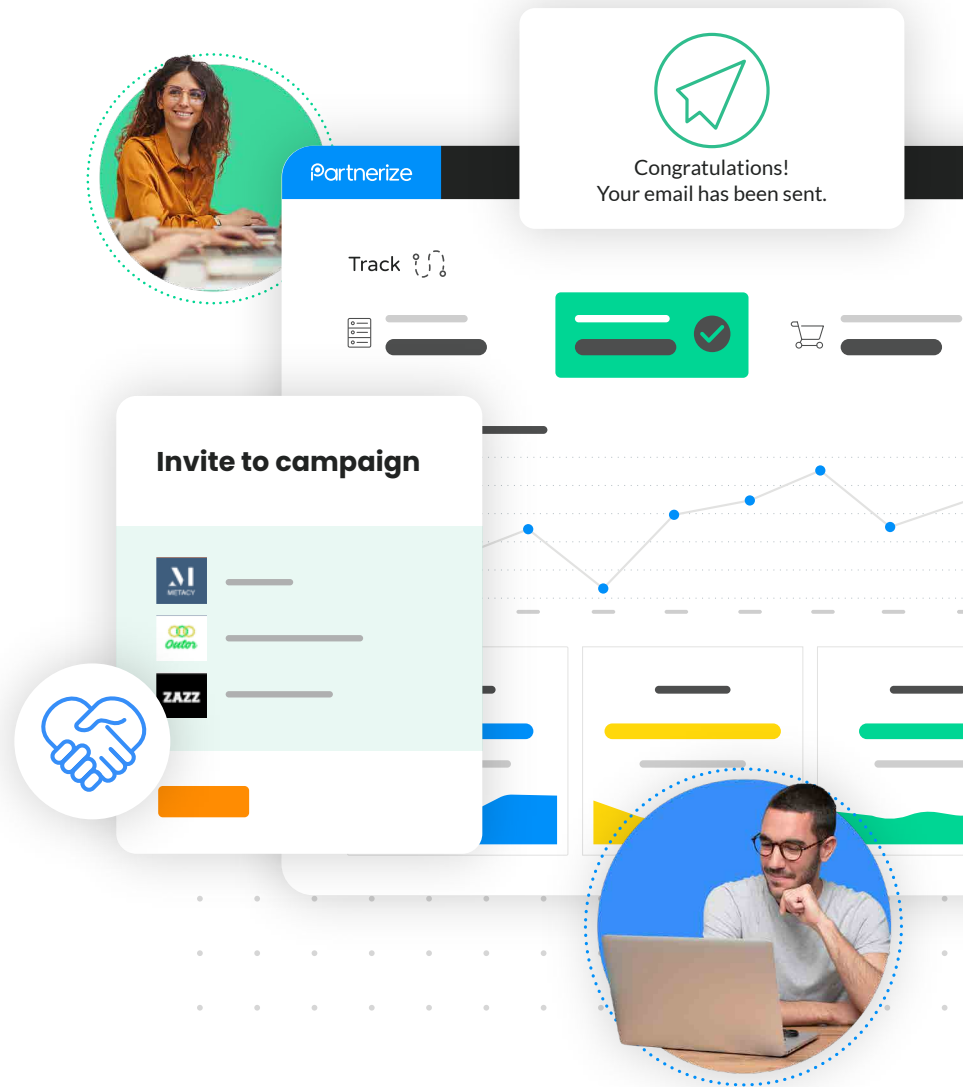
Minimize program risk.

Partners in your program that convert significant traffic because of the benefits they provide to consumers (think: coupon and cash back) cause revenue concentration at the top tier of your program—significant risk that can be easily offset by rewarding partners at varying touchpoints.

Introducing the Partnerize platform's spend allocation tools.

Valuable touchpoints in the buyer journey are not limited to last click—influential interactions occur across the entire path to purchase. Partners' contribution to results can be equitably rewarded by way of the platform's spend allocation tools: Preferred Partner, Exclusive Code, Split Commissioning, Suppressed Code, First Click and In-Cart.

Each solution gives marketers necessary functionality to evolve beyond last click—let's review.

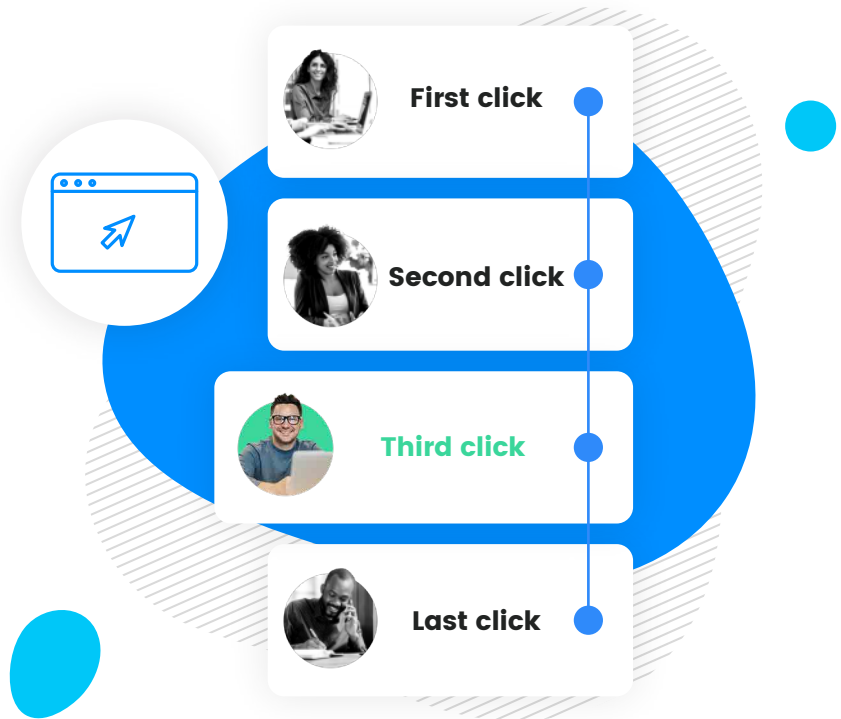


Preferred Partner

Designate a single partner within your program as “preferred” and they’ll be credited for every conversion they contribute to, regardless of where they appear in the partnership channel click stream.

Key benefits

- Overcome last-click payment models by rewarding a partner for their presence in the clickstream, not their position.
- Minimize spend allocated to paid placement opportunities by leveraging Preferred Partner status in lieu of or to offset flat-fee cost.
- Control return on ad spend by customizing partner commission during the duration of their Preferred Partner status.



Optimization recommendations

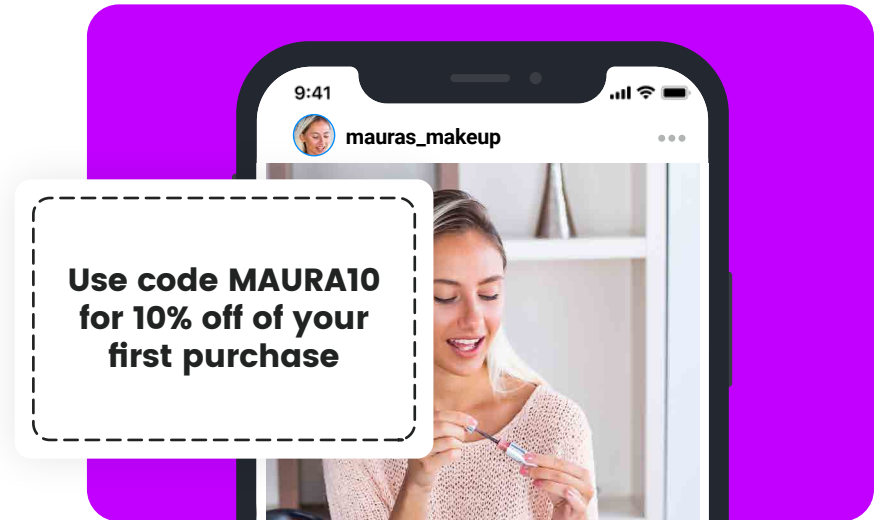
- Negotiate featured placement with partners in exchange for Preferred Partner status so that they are guaranteed payment each time they appear in a conversion’s clickstream.
- Test new markets by activating a partner that reaches a target audience, temporarily designating them as “preferred”, and evaluate their propensity to convert.
- Foster relationships with high traffic, low conversion partners with “preferred” status so that they are rewarded for the value they provide, regardless of if they are the last click.

Exclusive Code

Offer individual partners a unique promotional code that rewards them for each redemption—no click required.

Key benefits

- Extend partner channel tracking beyond ecommerce experiences.
- Control the virality of codes within the partner channel by limiting payout to a single recipient upon redemption.
- Test promotional messaging with partners outside of planned sales or events.



Optimization recommendations

- Collaborate with social creators that leverage Instagram captions, TikTok or other mediums that don't support clickable links.
- Optimize non-traditional promotional tactics and destinations like podcasts, print, radio, billboards and more so that partners are rewarded with code redemption—clickless tracking made possible for brands that are passing all orders to Partnerize.
- Create a stackable Exclusive Code for partners during a promotional period that would provide, for example, free shipping on top of an existing on-site offer to drive increased demand.

Split Commissioning

Divide commission across several partners in the path to purchase, equitably rewarding multiple touchpoints based on the value they provide. Commission can be split into three stages:



Initiator

The partner who drives the first click



Contributor

One or more partners who drive contributing clicks



Converter

The partner who drives the last click

Key benefits

- Foster relationships with partners by rewarding multiple per transaction for the value they provide.
- Create additional partner payment activity without allocating additional dollars to commission payouts.
- Encourage partners to help keep your brand omnipresent across the consumer journey, from awareness to consideration to action.

Optimization recommendations

- Customize rate splits per influence stage. For example, if a \$100 transaction has a 5% commission rate, the rate can be split as:
 - **Initiator: 30% (\$1.50)**
 - **Contributor(s): 50% (\$2.50)**
 - **Converter: 20% (\$1)**
- Notify partners that you've enabled Split Commissioning by sending a newsletter to your entire partner base letting them know that their contributions will be rewarded.
- Exclude key partners who depend on last-click rewards from split commissioning structures.

Suppressed Code

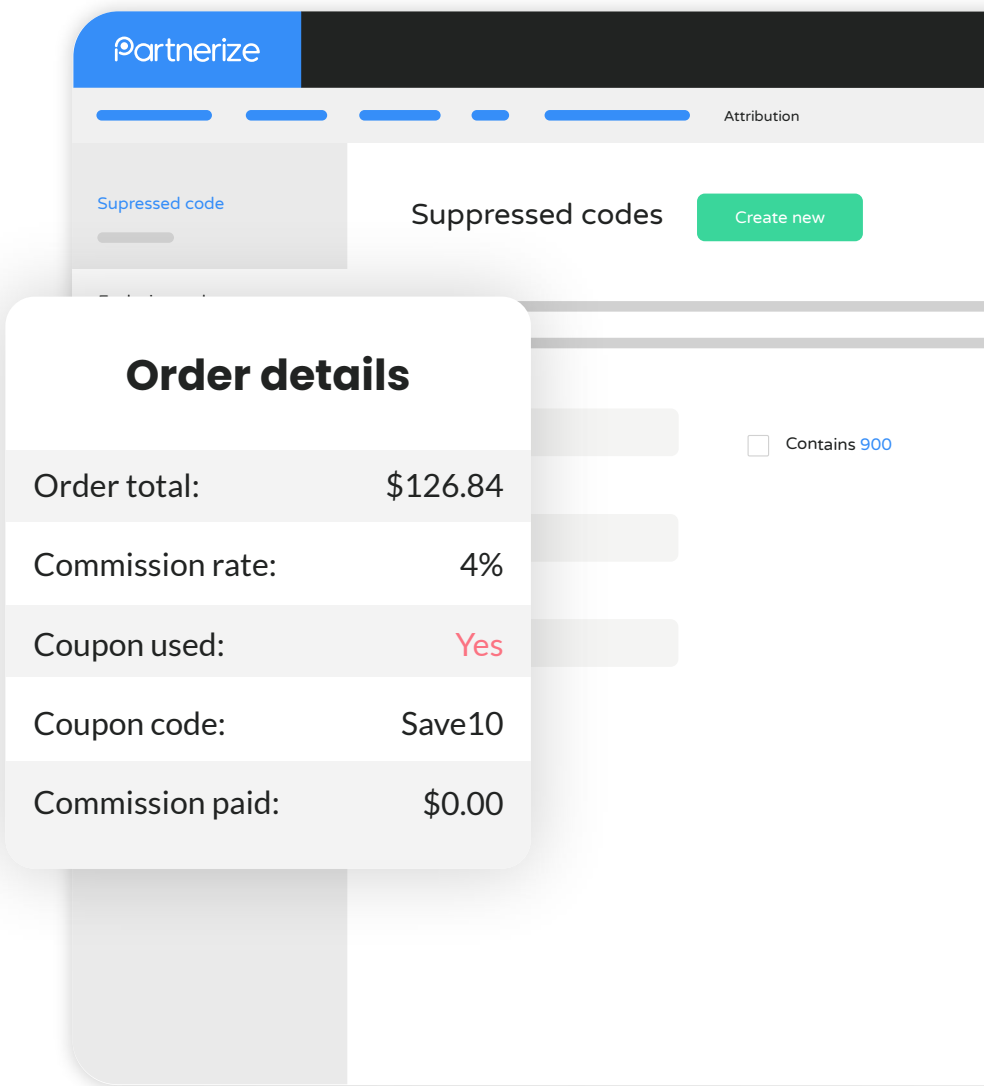
Eliminate payouts on designated codes not intended for partner channel promotion.

Key benefits

- Control return on marketing spend by eliminating payouts on codes that should not be promoted by partners.
- Block commission on codes that are leaked or user-shared to control product margins.
- Maintain clean channel data by minimizing adoption of codes intended for non-partner related campaigns.

Optimization recommendations

- Control payout on user-shared codes by designating them as “suppressed” before deploying through other channels.
- Coordinate with your company’s PR and social teams to ensure that redemptions from brand campaigns don’t cannibalize your budget if codes go viral.
- Suppress internal or employee discounts to protect partner channel KPIs.



First Click

Incent introducers to promote your brand by rewarding their top-of-funnel touchpoint.

Key benefits

- Evolve beyond last click by rewarding the introducer of a conversion.
- Drive new customer acquisition by incenting introducers to promote your brand to their audience.

Optimization recommendations

- Test a top-of-funnel reward model by enabling First Click for a specific product or campaign as opposed to a program-wide attribution shift.
- Alert content creators and influencers, typically top-of-funnel partner types, that they'll be compensated as introducers of a conversion due to First Click via integrated newsletter technology.



First click



Second click



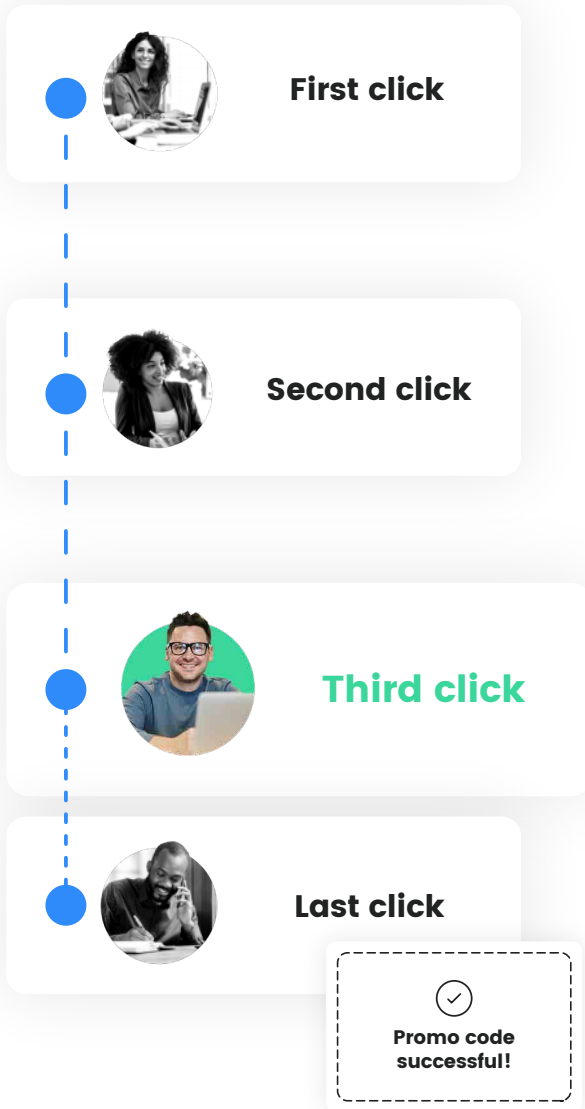
Third click



Last click

In-Cart

Shift commission to partners that strongly influence a transaction by crediting the last partner in the clickstream prior to a customizable time threshold.

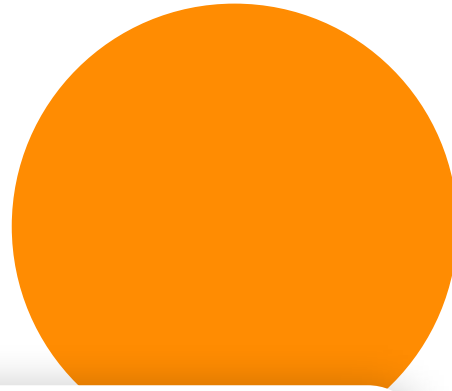
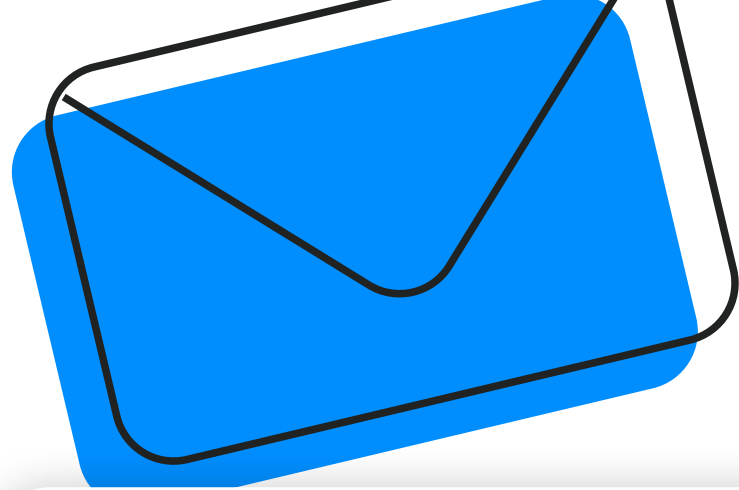


Key benefits

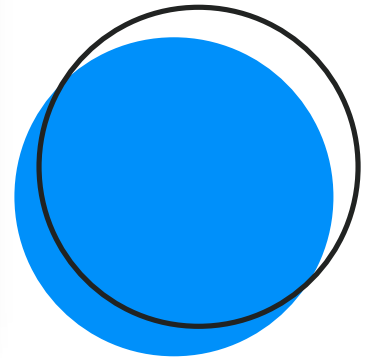
- Embrace the bottom-of-the-funnel payment model by rewarding the true influencer of a transaction and eliminating coupon sniping.
- Ensure that partners that have no impact on a conversion aren't cannibalizing rewards.

Optimization recommendations

- Identify the true influencer of the transaction in reporting trends by eliminating payout to partners that appear in the clickstream as a last-minute reference for coupons or cash back.
- Customize your lookback window anywhere from days to seconds depending on your unique business goals.
- Draw actionable insights from reporting trends after enabling In-Cart to maximize the benefits of partners emerging as top revenue drivers.



Learn how you can evolve
beyond last click by getting
in touch with our team at
contact@partnerize.com.



About Partnerize

Partnerize is the leader in partnership automation. The Partnerize platform is the only of its kind to deliver a fully integrated, comprehensive suite of discovery, recruitment, optimization, payment, brand safety and fraud prevention capabilities for marketers seeking a high transparency, scalable subsidy to alleviate pressure on their unit economics as a result of over dependence on primary sales and marketing channels. Supported by unrivaled service including the category's only in-housing support program, with Partnerize, you're in control of the entire partnership marketing lifecycle—all on a single platform.

Headquartered in NYC, Partnerize retains offices in Australia, United Kingdom, Japan, Philadelphia and Wilkes-Barre.

Learn more about how Partnerize enables marketers to maximize the benefits of both traditional and transformational partnerships by getting in touch at

contact@partnerize.com.

The logo for Partnerize, featuring a stylized lowercase 'p' with a blue dot inside a white circle, followed by the word 'artnerize' in a white, lowercase, sans-serif font.

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