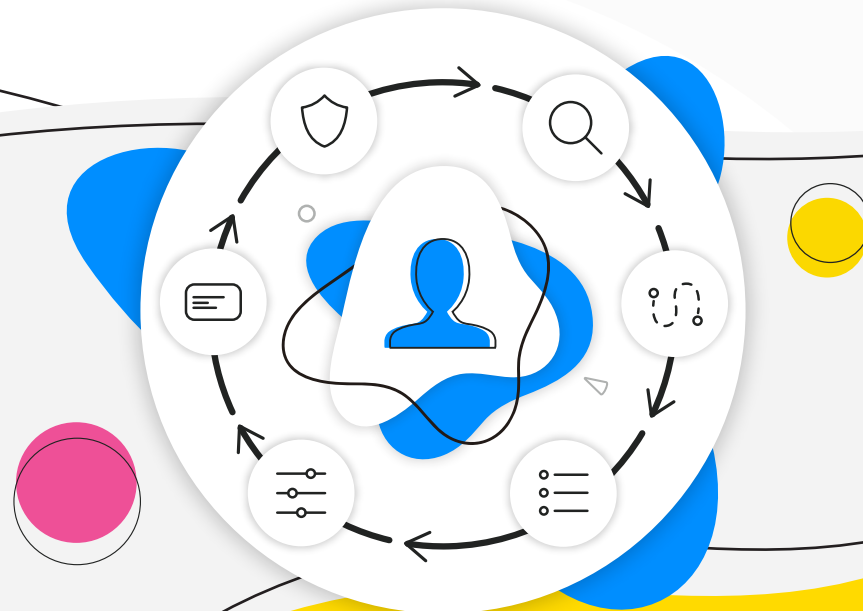


Partnerize

Partnerize's partnership lifecycle:

A single-destination solution to marketers' challenges.



In the wake of consumer behavior shifts and an unpredictable climate, marketers are shouldering a range of added pressures when it comes to delivering a cohesive experience across the buyer journey, including:

Achieving omnipresence.

Marketers must deliver a cohesive experience across the consumer journey to both stay engaged with and reach new customers—an initiative made even more challenging by the rising cost of acquisition.

Diversification.

Delivering more meaningful touchpoints across the consumer journey requires diversification of channels beyond Google, Facebook and Amazon—a triopoly projected to garner **64%** of this year's US digital ad spend. Marketers that want to cast a broader net without sacrificing meaningful consumer engagement must consider channels outside of the walled gardens.

Lack of experience.

Marketers use only **58%** of their existing technology capabilities citing issues such as educating employees for using the tools or putting spend behind integrating into their existing workflows.

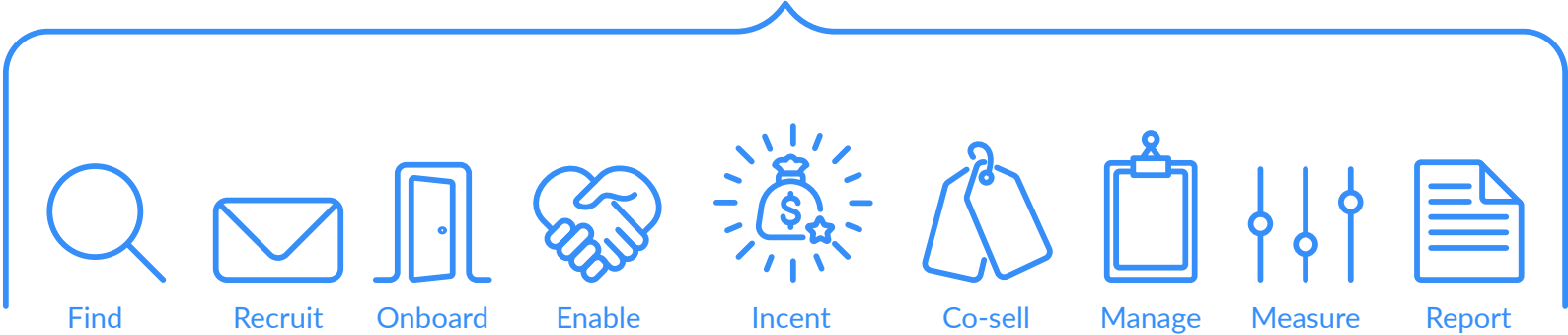
Evolving privacy regulations.

Marketers must ensure they provide consumers with the hyper-personalized shopping experience that they demand while garnering actionable insights from their shopping behavior - an increasingly difficult challenge amidst ongoing privacy updates such as Safari's ITP, IDFA, GDPR, CCPA and more.

Budget cuts.

65% of marketers are facing pandemic-related budget cuts. Forced to do more with less, once tried-and-true tactics used to reach and engage with consumers are now being second guessed due to cost and ability to validate success.

Emerging as the all-encompassing solution to these challenges is the partnership channel, providing marketers with scale, automation and outcome-based pricing that enables the critical operating leverage necessary to survive in today's environment. But, partnerships are seemingly complex and can easily become overwhelming without the right provider to navigate through the steps necessary to maximize the benefits of the channel:

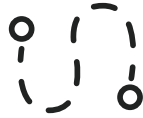


Partnerize brings clarity to the complexity with the partnership marketing lifecycle, a construct that organizes the traditionally tedious tasks associated with managing partnerships into easily digestible modules:



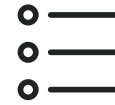
Discover

Find and convert target audiences at scale with automated, data-driven partner discovery, recruitment and optimization.



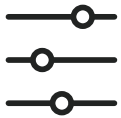
Track

Power partner channel insights with scalable, flexible tracking infrastructure.



Manage

Drive results with communication, collaboration and commissioning flexibility.



Measure

Make data-driven decisions with real-time analytics and actionable insights.



Pay

Easily facilitate global partner payments at scale.



Protect

Ensure brand safety with “always on” compliance and fraud monitoring powered by BrandVerity.

By progressing through the partnership marketing lifecycle, marketers can trust that they are leaving no stone unturned when it comes to partner discovery, recruitment, optimization payment, brand safety and fraud prevention, particularly when adhering to each module’s pro tips.

Discover

Discover provides you with an unrivaled ability to find and cultivate the diverse partnerships required to offset the cost of your primary sales and marketing channels. Leverage Discover's automated, best-match partner recommendations. Or, easily find and recruit partnerships that are most relevant to your brand from a limitless selection of categories such as content, influencer, loyalty and coupon using precision filtering functionality. Alternatively, you can curate your own private network by inviting your existing partners—a model that enables you to onboard your own partners in a process that matches your brand aesthetic.

Pro tips for partner discovery and recruitment:

Diversify your partner makeup.

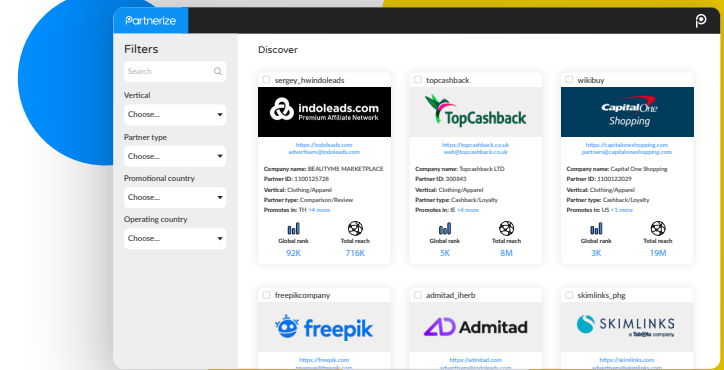
When evaluating prospective partners, include a diverse array of partner types to ensure that you're casting a broad net to expand your reach and target new audiences.

Personalize connections.

When extending a program invitation, contact prospective partners directly to let them know more about your brand, collaboration opportunities, reward potential and more. By nurturing relationships from the onset, you're setting yourself up for mutually beneficial partnerships.

Don't get caught up in partner classifications.

Although partners are typically grouped by their primary value proposition (coupon, loyalty, influencer, content, etc.), don't overlook the value that any one partner type may provide to your program despite these labels. For example, coupon partners may have a savvy audience, but they also drive high-value traffic and act as introducers regardless of what the naming convention implies.



Track

Optimizing partnerships for profitable growth requires data-driven insights. Track is the scalable, flexible tracking infrastructure that powers those insights by providing necessary transparency into unlimited data points across your partnership program. Easily implement solutions such as first party, server-to-server, batch and mobile app tracking or leverage our suite of ecommerce plugins for turnkey activation on Partnerize.

Pro tips for reliable tracking infrastructure:

Ensure future-proof marketing.

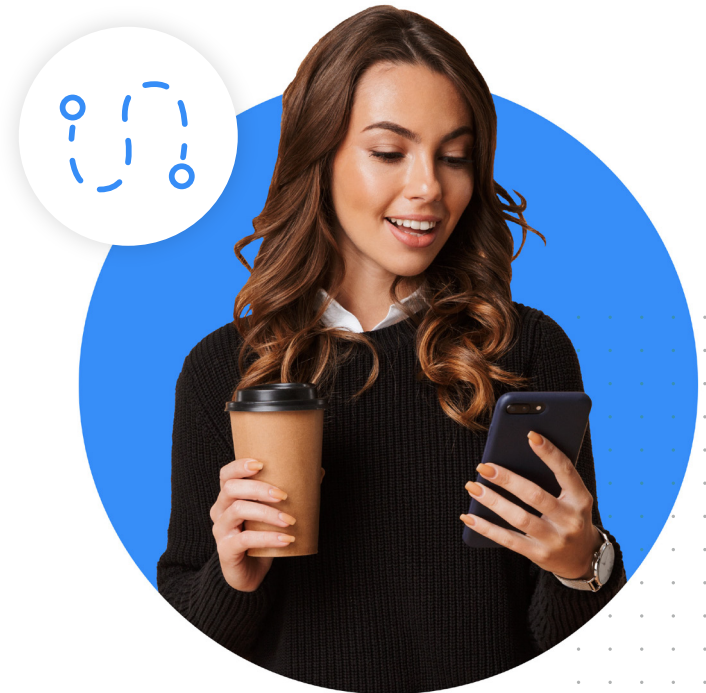
Marketers need persistent affiliate tracking to make sound data-driven decisions—consistency that is threatened by ever-evolving browser updates, including Safari's ITP. Ensure that your partnership program tracking is set up to maximize the benefits of the partnership channel regardless of tracking inconsistencies caused by cookie-blocking technology.

Enable data-driven decisions.

Customize partner channel tracking of data points that matter most to your business. By capturing the most relevant data points with Track, you'll be able to dynamically incent your partners and seamlessly drive to overarching business goals.

Prepare for mobile optimization.

Ensure that your tracking infrastructure is set up to support mobile, desktop and in-app purchases. Connecting the dots across the mobile path to purchase ensures that you are able to derive actionable insights from the consumer path to purchase across a variety of devices and mobile events.



Manage

Last-click partners are not exclusive contributors to conversions—valuable touchpoints occur across the entire path to purchase. Manage provides you with necessary flexibility and transparency to deploy effective communications and equitably reward partners for their role in the path to purchase, thereby further incenting these partners to fuel your unique business goals. By enabling effective, mutually beneficial collaborations, you build the trust required to ensure that you never miss out on the opportunities to maximize your return on ad spend.

Pro tips for leveraging Manage:

Incent partners with tiered rewards.

When it comes to commissioning your partners, one size does not fit all. Implement diverse commission rates, tiered structures and rewards based on conversion attributes like revenue threshold, use of a coupon, AOV and more.

Engage with partners frequently.

Adopt a regular cadence for partner communications to share promotions, new collections, commission rate changes, brand messaging and more with your partners via newsletters or email functionality. Or, implement action-based communications that automate deployment of the most relevant messages to each partner. By keeping your partners in the know for the most relevant brand content, they're able to share the most relevant message with their audience.

Automate partner rewards.

Automated deployment of custom commission rates across your partner base in exchange for featured exposure, placements, higher cash back rate to consumers and more.

Control return on ad spend.

Implement commission rates that enable you to control margins on products like gift cards, gift card redemption, sale or clearance products, best sellers and more. By implementing reward amounts at the SKU level, you're able to eliminate unnecessary spend and reallocate marketing dollars to more strategic initiatives.

Measure

Measure provides accurate, actionable and accessible analytics that enable you to quickly make data-driven decisions that offset your big-picture customer acquisition costs. With comprehensive visuals, performance indicators that enable you to effortlessly recognize trends, easily digestible reporting and on-demand performance analytics mapping to limitless customizable parameters, you have full visibility into your partner ecosystem data so you can turn your advertising into a profit center.

Pro tips for Measure:

Make data-driven decisions.

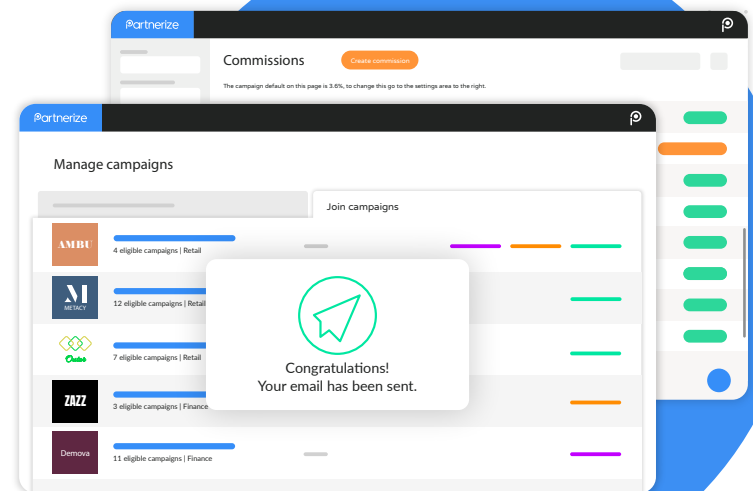
Tap into your reporting suite to derive actionable insights, identify program trends and optimize underperforming partnerships. By leveraging data to guide your decisioning, you're able to strategize more effectively to drive profitable growth.

Integrate data into your reporting source of truth.

Working with an analytics or attribution provider to evaluate data across your digital mix? Include your partner channel data into the tool for big-picture overview that enables you to make smarter spend allocation decisions.

Pay attention to underperforming partners.

While it's important to focus on top partners in your program, ensure that you are identifying and activating underperforming partners, as well, such as those that are driving traffic but not revenue, partners that are joined to the program but not driving traffic, or those that were previously revenue drivers that have trended downward.



Pay

Mutually beneficial relationships hinge on each partner's ability to fulfill their side of an agreement, including timely and accurate compensation for value provided to campaigns. Since remitting prompt, precise rewards is key to effective partner ecosystem management, you need a progressive toolset that automates the satisfaction of global partner rewards. Pay powers effortless payment process execution for both you and your partners using integrated solutions for evaluating transactions, generating invoices, and remitting global partner rewards in their desired currencies.

Pro tips for Pay:

Don't wait to pay your most valuable partners.

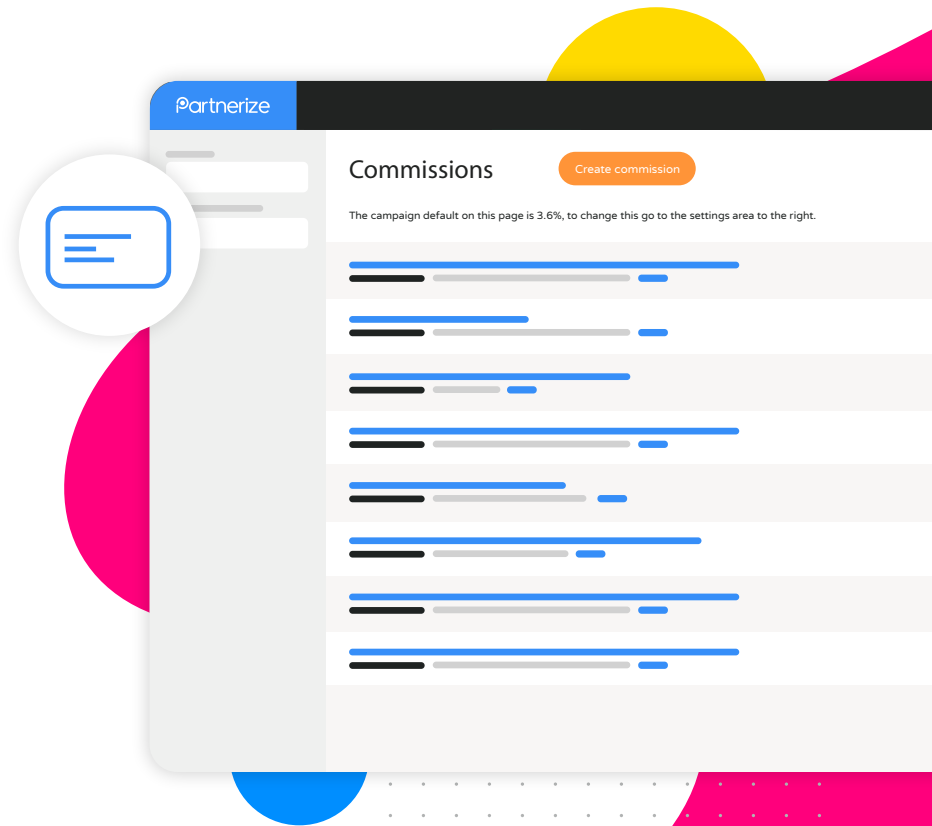
Ensure that you are remitting prompt rewards to your most effective partners to further incent them to drive additional results for your brand.

Streamline international payment processing.

Enable partners to select their currency of choice to make rewarding them for their contribution easier on both parties.

Customize invoice recipients.

Update email address and name for the appropriate finance contact at your brand. Once an invoice is generated, it will go directly to the most relevant recipient without stopping in your program manager's inbox first.



Protect

Without brand safety, your marketing dollars are at risk. Protect is the partnership channel's leading comprehensive brand safety and fraud prevention solution providing marketers with "always on" fraud detection and management. As a result of AI-based, automated assurance of partner channel brand safety and cost control, you can rest assured that your brand integrity (and marketing dollars) are safeguarded.

Pro tips for Protect:

Restrict commission on codes not intended for the affiliate channel.

Control code usage and avoid "double dipping" by automatically suppressing payouts on specific codes intended for perhaps a newsletter or social channels.

Monitor for trademark violations.

Despite including bidding rules in your terms and conditions, nefarious affiliate activity may still occur. Monitoring for trademark violations will ensure that you can quickly detect and remediate violator ads that cannibalize your marketing dollars.

Curate an infraction email template.

Have an at-the-ready email template to send to partners in violation of your terms alerting them to the specific violation, deadline to remove the fraudulent ad and consequence if they continue their nefarious activity. Remediation of identified violations will be much easier to manage without having to craft a new message each time.

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.

Ready to maximize the benefits of the partnership marketing lifecycle?

Get in touch with Partnerize at contact@partnerize.com



For more information, visit www.partnerize.com



or send us mail at contact@partnerize.com

