

# 2023 TRENDS: RECESSION-PROOF YOUR PARTNERSHIP MARKETING STRATEGY

## AFFILIATE DOMINATES CYBER WEEK

We saw significant increases in affiliate-related metrics in the Cyber 5 (Thanksgiving to Cyber Monday) compared to 2022.

- ↑ **3.2%** INCREASE IN REVENUE
- ↑ **4.7%** INCREASE IN CONVERSION RATES



**18%**  
OF CYBER WEEK  
SALES CAME FROM  
**AFFILIATE CHANNELS**

**50%+**  
OF CYBER WEEK  
SALES CAME FROM  
**MOBILE**

**43%**  
OF ONLINE SALES  
ON CYBER MONDAY  
CAME FROM **MOBILE**

## CONSUMER BEHAVIOR SHIFTS



### BRANDS WILL SPEND MORE TO SURVIVE

Allocate budget toward recession-proofing behaviors, like modernizing your user experience, to see your brand through a period of low consumer confidence.



### INCREASES IN CLICKS, DECREASES IN AOV

Take advantage of consumers' focus on the best deals and budget-friendly options to move excess inventory.



## WHAT EXACTLY IS RECESSION PROOFING? AND HOW CAN BRANDS ACCOMPLISH IT?

### LEARN TO PIVOT

Brands need to be flexible to meet the customer where they are. That means testing loyalty, cashback, and Coupon, being flexible and scrappy with the offering.

### FOCUS ON ROAS

Boost revenue and lift ROAS during key promotional periods – this increased spend will be built out in 2023 budgets.

## WHAT SHOULD BRANDS FOCUS ON IN 2023?

### MESSAGING & CUSTOMER EXPERIENCE

No more sending customers to your homepage from your affiliate links. Land them where you believe you will get the most efficient conversion rate.

### GEN Z HAS BUYING POWER

2023 represents a turning point for brands to determine how best to target the younger generation and continue to invest in social while also retaining existing customers. (Hint: focus on mobile!)

### HOLISTIC ATTRIBUTION

Know your attribution model, ask your networks about attribution reporting, and in 2023 look beyond Last Click. Consider the Halo Effect that your top funnel partners (Content) will have on your bottom line, and for that reason, continue to invest in them.



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