

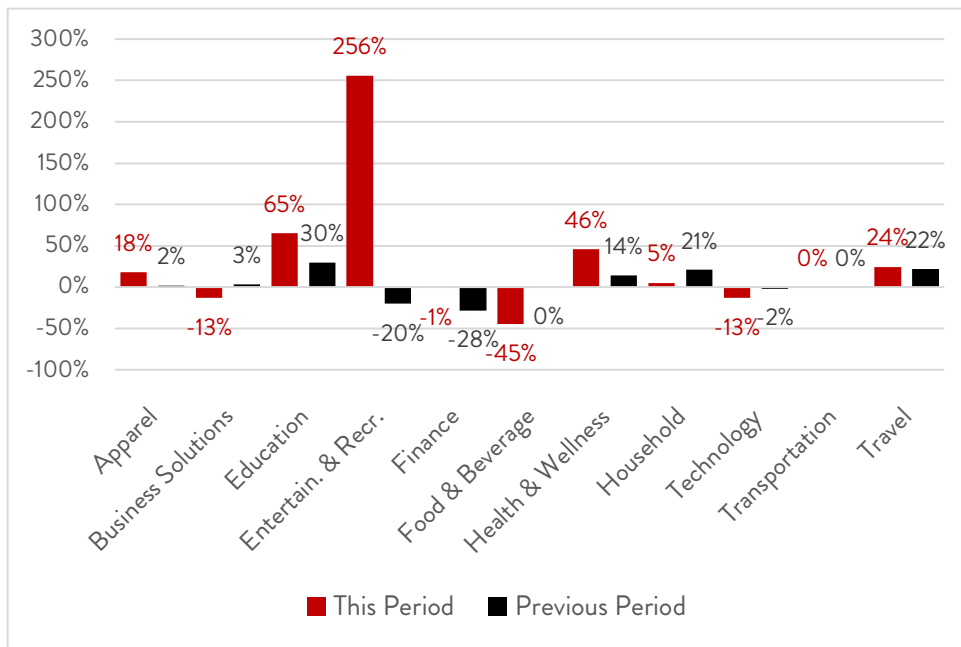
# AP CLIENT ECONOMIC BENCHMARK ANALYSIS: W/W

The current economic climate is requiring many brands to pivot quickly and change how they think about their business. To help you stay informed on affiliate industry trends and strategies that other brands are finding effective, we will be sending out a weekly economic analysis based on select client data. These week-over-week benchmarks will highlight revenue changes we're seeing with select Acceleration Partners clients and affiliate partner verticals.

This Period: 5/4/2020-5/10/2020 vs. 4/27/2020-5/3/2020

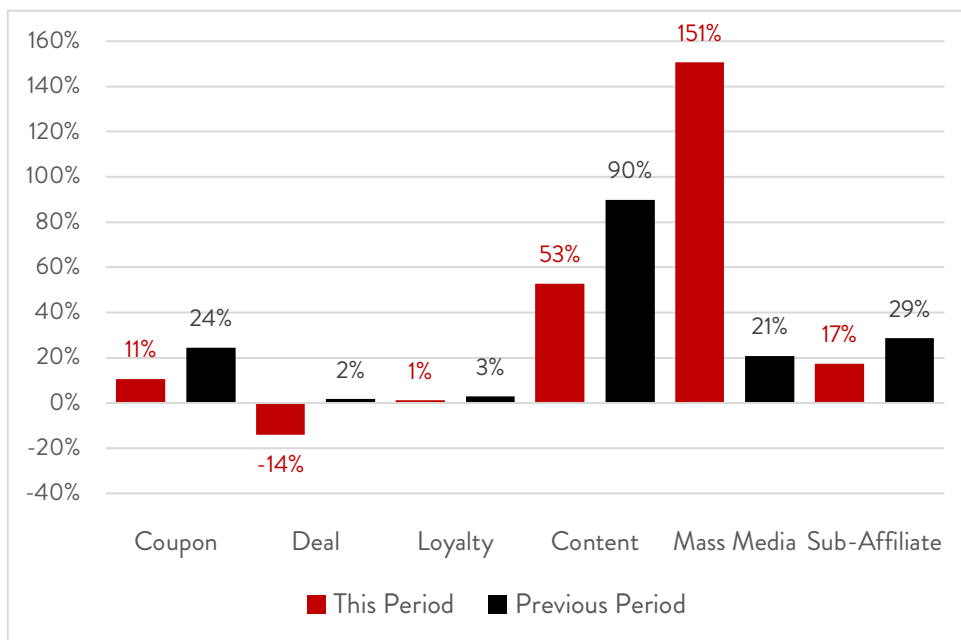
Previous Period: [4/27/2020-5/3/2020](#) vs. [4/20/2020-4/26/2020](#)

## REVENUE GROWTH W/W BY MERCHANT VERTICAL



- As consumers are growing more eager to end their cabin fever, Entertainment & Recreation merchants saw the strongest weekly revenue lifts
- The Education vertical continues to experience strong performance along with Health & Wellness brands that often stock many essential items.
- Coming off historically stellar performance during this evolving economic time, the Food & Beverage verticals saw declines in revenue although consumer interest is unwavering.

## REVENUE GROWTH W/W BY PUBLISHER SEGMENT



- The consistent revenue growth of Content and Mass Media publishers is topping the charts again this week as these partners are willing to provide organic coverage and commission only optimizations – tactics not usually approved by content editors.
- Deal publishers were the only segment to see declines W/W as fewer product specific promotions were being offered.

# WINNING STRATEGIES THIS WEEK

- **Messaging Based Shipping Timelines**
  - Many brands are formulating their monthly offers and holiday promotions based on their respective adjusted shipping timelines to ensure an ideal customer experience.
- **Organic Content Coverage**
  - Content and Mass Media publishers continue to be on the hunt for trending topics to cover which is bring on an increased volume of organic editorial coverage for in demand products and services – something not seen often!
- **Flat Fee Negotiations**
  - During this time, we are seeing publishers may be willing to allow for flexibility when securing paid placements and new launches. Take advantage of this rare flexibility now as these partners may be able to flex on rates and integrations in the coming months.
- **Dynamic Commissioning**
  - To extend margins and incentivize sales of brand preferred items, merchants are further implementing advance dynamic commission techniques based on product categories along with consumer and publisher types.
- **Time for Testing**
  - **Partnerships** - Being open to trying out new publisher partnerships that focus on Site/Cart Abandonment, TM+, Employee Perks, and Toolbars has yielded incremental sales for brands eager to test.
  - **Promotions** – Many brand successes have been a result of testing out new offers to their consumers. Winning promotional tactics include: affiliate exclusives, flash sales, product specific deals, and trying out coupons for the first time.
- **Preparation**
  - As United States and other countries have begun to re-opening, brands are beginning to think about the coming months along with the rest of 2020 in an effort to get ahead of uncertainty.