

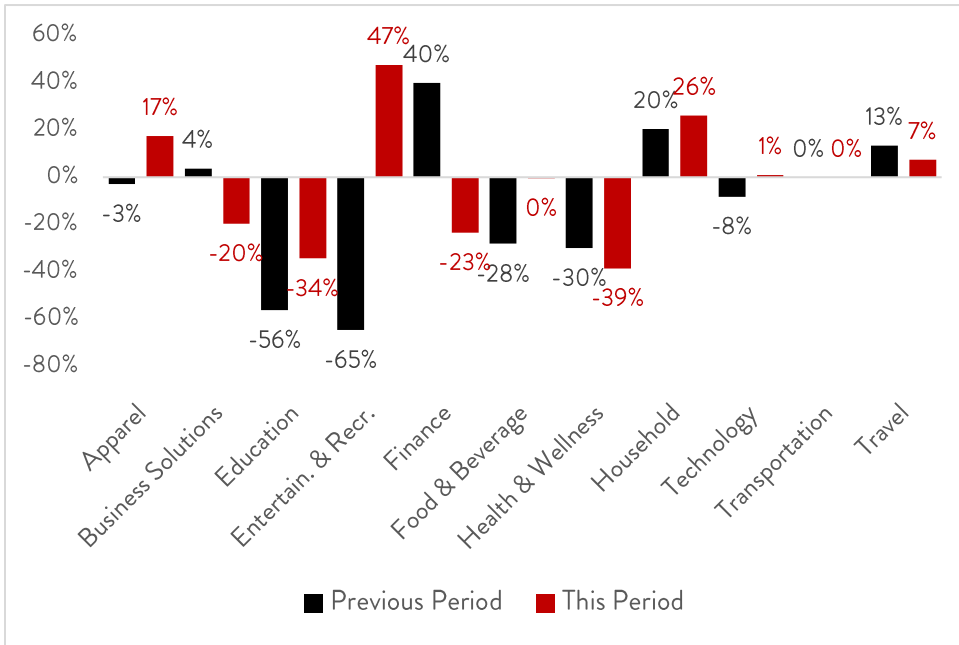
AP CLIENT ECONOMIC BENCHMARK ANALYSIS: W/W

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: 5/18/20-5/24/20 vs. 5/11/20-5/17/20

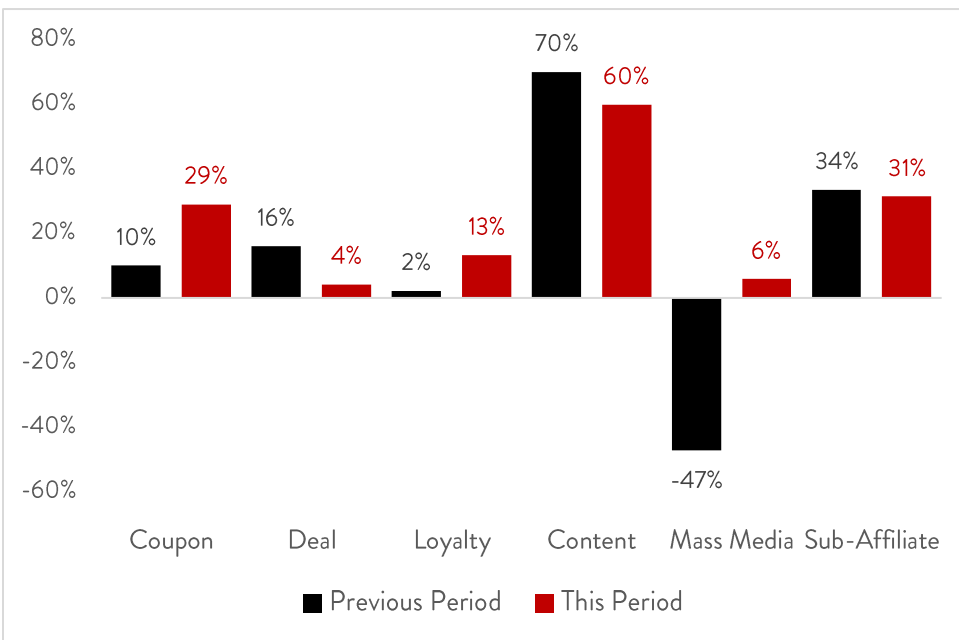
Previous Period: [5/11/20-5/17/20](#) vs. [5/4/2020-5/10/2020](#)

REVENUE GROWTH W/W BY MERCHANT VERTICAL



- Merchants in the Apparel and Household verticals that launched Memorial Day promotions and sales have seen the strongest growth W/W in revenue.
- The Finance vertical has again experienced a positive revenue trend as many consumers are looking for information and stability during the everchanging economic situation.
- As some areas of the globe begin to reopen, Travel based merchants have begun to see revenue rebounded slightly as consumers are looking to begin to take trips close to home.
- Coverage of U.S. Memorial Day holiday promotions in gift guides and sale rounds up popular with Content and Mass Media publishers lead to those segments seeing the strongest weekly revenue growth.
- Cash back events with Loyalty partners that are widely popular among their users contributed to the overall boost for these publishers.
- Sub-Affiliate publishers continue to see consistent increased revenue growth as more partners looking for brands opportunities with networks.

REVENUE GROWTH W/W BY PUBLISHER SEGMENT



WINNING STRATEGIES THIS WEEK

- **Launching New 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.
- **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.
- **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.
- **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.