

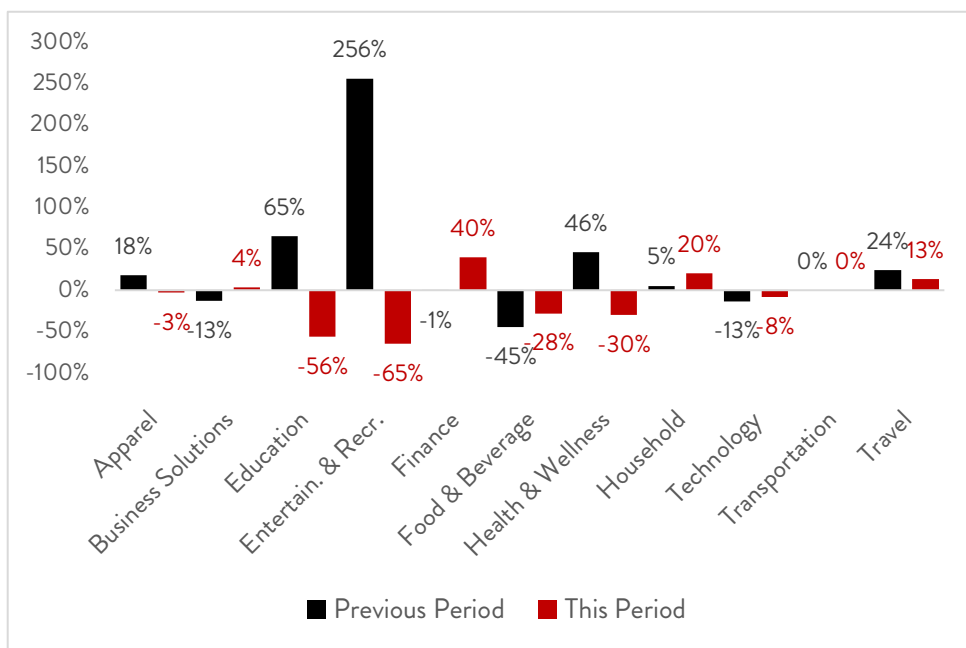
AP CLIENT ECONOMIC BENCHMARK ANALYSIS: W/W

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: 5/11/20-5/17/20 vs. 5/4/2020-5/10/2020

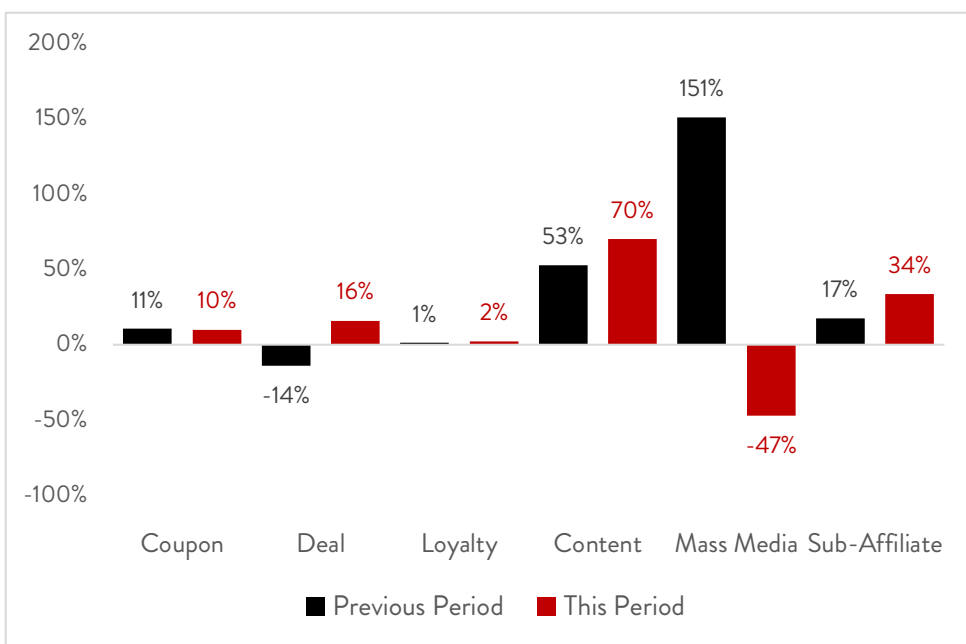
Previous Period: [5/4/2020-5/10/2020](#) vs. [4/27/2020-5/3/2020](#)

REVENUE GROWTH W/W BY MERCHANT VERTICAL



- The Finance vertical has experienced a positive revenue trend as many consumers are looking for information and stability during the everchanging economic situation.
- With the North America summer kick-off fast approaching, merchants with seasonal apparel and outdoor household items have seen an influx in consumer interest and growth.
- Merchants that offer essential items such as the Food & Beverage and Health & Wellness have seen lighter performance this week, a pivot from the recent consistent growth.

REVENUE GROWTH W/W BY PUBLISHER SEGMENT



- Performance weekly has been consistent for Coupon publishers as shoppers continue to utilize these outlets to discovery new brands and promotions.
- Coming off a strong previous period that featured numerous trending articles, Mass Media publishers saw revenue normalize this week.
- Sub-Affiliate publishers continue to see increased revenue growth as more partners looking for brands opportunities with networks such as Skimlinks and rewardStyle.

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.
- **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.