

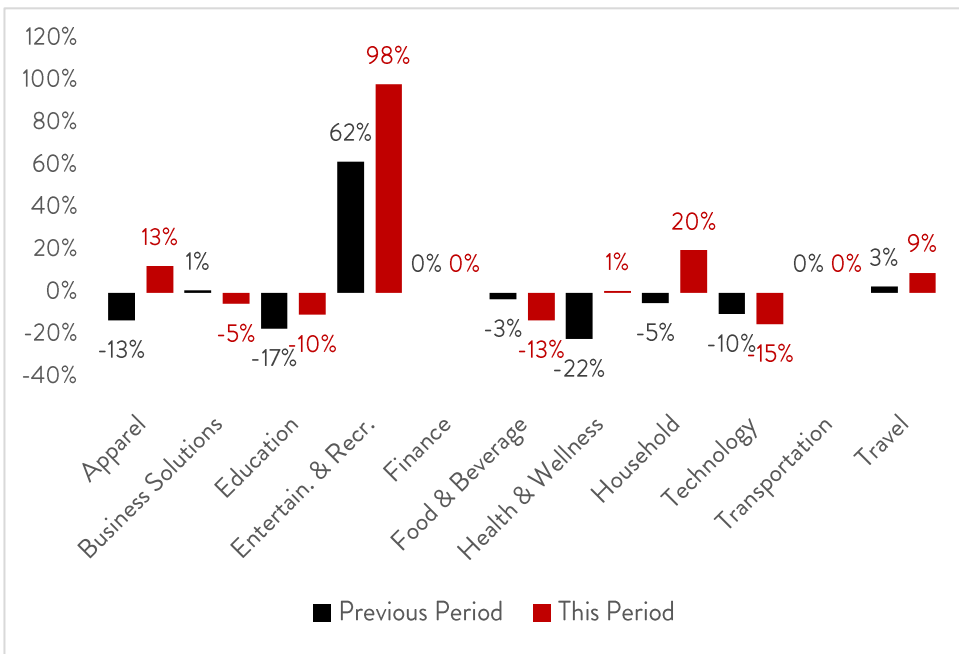
AP CLIENT ECONOMIC BENCHMARK ANALYSIS: W/W

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: 6/8/20-6/14/20 vs. 6/1/20-6/7/20

Previous Period: [6/1/20-6/7/20](#) vs [5/25/20-5/31/20](#)

REVENUE GROWTH W/W BY MERCHANT VERTICAL



- The Entertainment & Recreation and Travel merchant verticals have seen a strong weekly uptick again some areas worldwide moving into new phases of re-opening and consumers eager to enjoy activities.
- Merchants in the Household and Apparel verticals have experienced revenue increases W/W as many brands have been focused on seasonal and Father's Day offers promotional messaging.
- Many merchants have looked to partnerships with Deal publishers as a lever to move inventory on targeted products with high- stock or ideal margins.
- Sub-Affiliate Networks that often have key editorial partners as well as direct Content affiliates have seen consistent revenue growth as merchants look to these outlets to further brand awareness.
- Publishers within the Coupon and Loyalty segments have also rebounded their revenue volumes after a softer pervious period.

REVENUE GROWTH W/W BY PUBLISHER SEGMENT

