

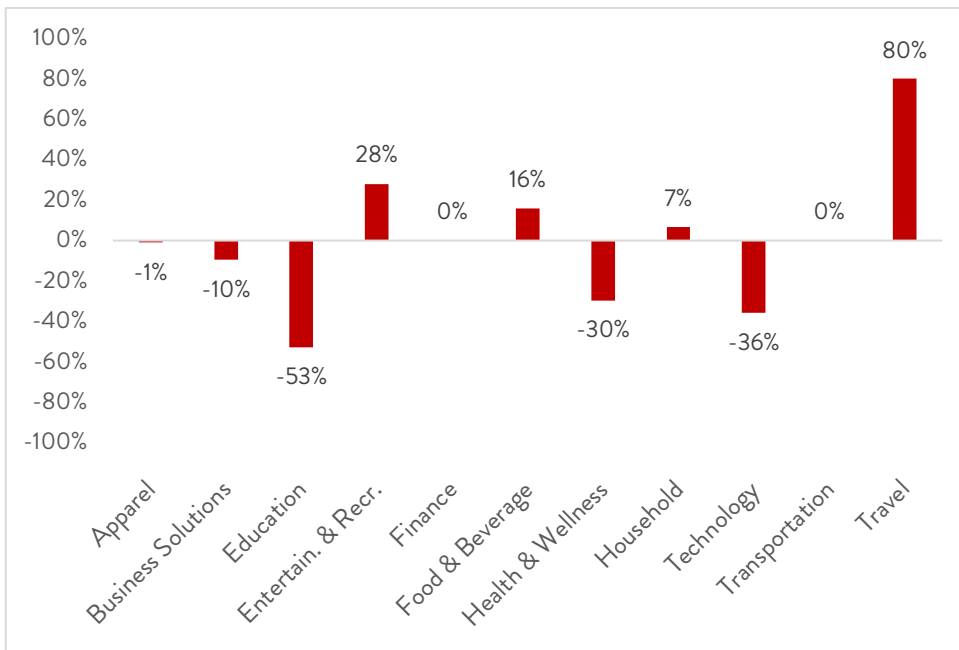
# AP CLIENT ECONOMIC BENCHMARK ANALYSIS: M/M

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 monthly economic analysis based on select client data. These month-over-month benchmarks will highlight revenue changes we're seeing with select Acceleration Partners clients and affiliate partner verticals.

Reporting Period: May 2020 vs. April 2020

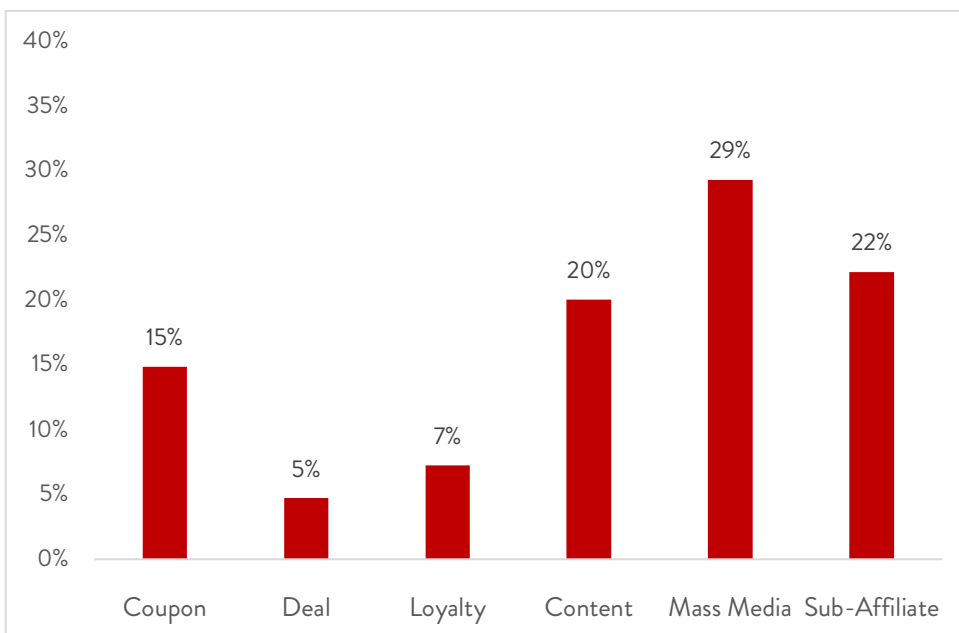
Previous Period: [April 2020 vs. March 2020](#)

## REVENUE GROWTH M/M BY MERCHANT VERTICAL



- Reviewing April to May revenue changes by merchant vertical, brands with trending products or services during the new Stay-Home Economy that saw an initial spike in April experience soft revenue in May by comparison. This can be noted for the Education, Technology, and Health & Wellness verticals as a whole.
- In comparison, Food & Beverage brands have kept up with the demand of their essential products and revenue has seen a corresponding M/M boost.

## REVENUE GROWTH M/M BY PUBLISHER SEGMENT



- As some worldwide regions began to reopen in May, notable positive revenue trends can be seen for the Travel and Entertainment verticals which have been heavily impacted by the pandemic.
- A trend on the publisher front continues to be the raise of Mass Media and Content publishers which combined saw a nearly 40% lift in revenue for May.
- Traditional Deal, Coupon, and Loyalty publishers remain the leaders in revenue contribution overall for merchants which are leveraging these partnerships to swiftly move inventory.