

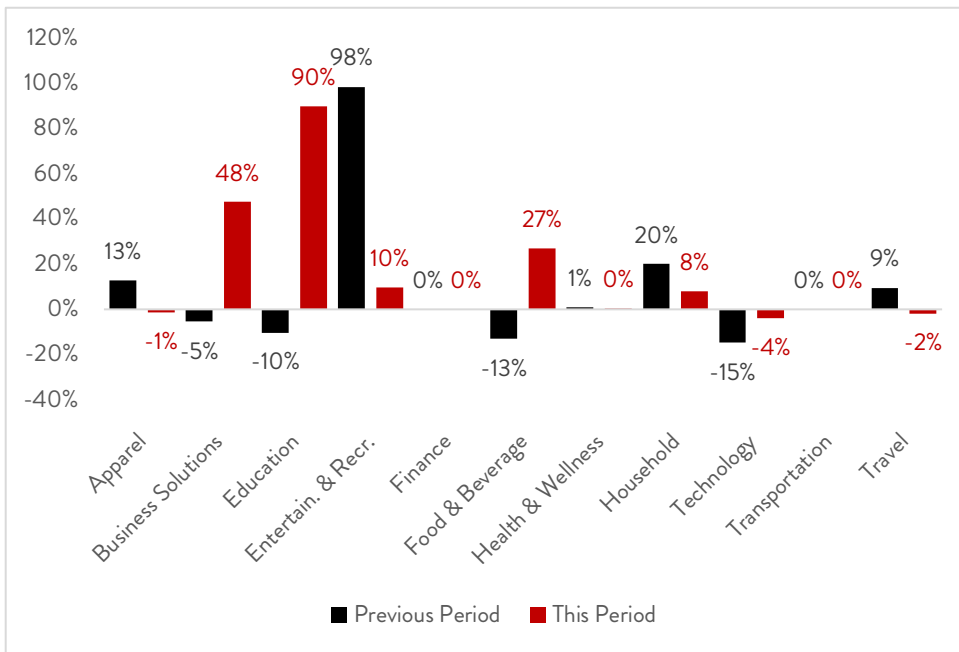
# AP CLIENT ECONOMIC BENCHMARK ANALYSIS: W/W

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: 6/15/20-6/21/20 vs. 6/8/20-6/14/20

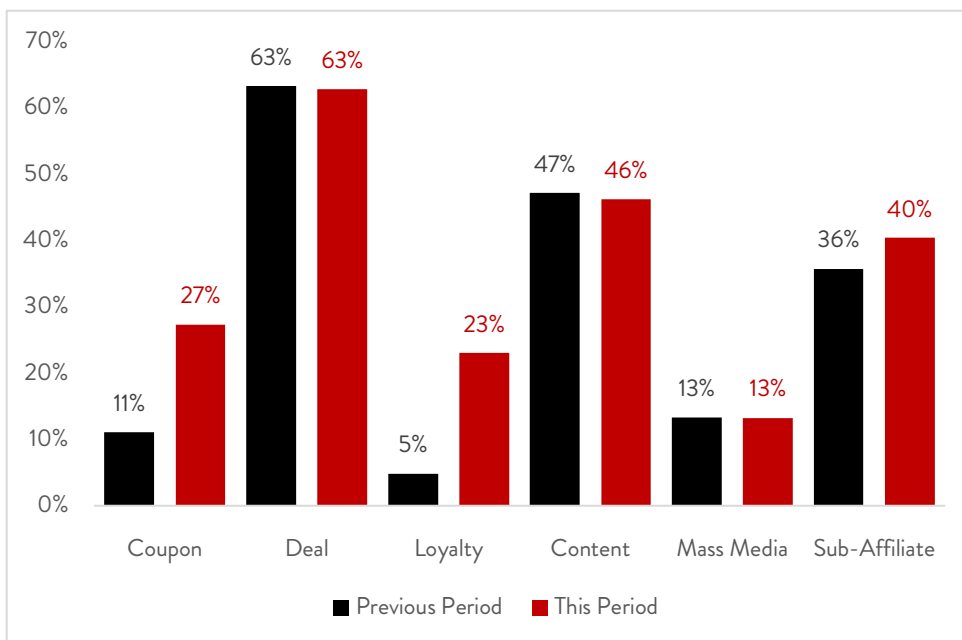
Previous Period: [6/8/20-6/14/20](#) vs. [6/1/20-6/7/20](#)

## REVENUE GROWTH W/W BY MERCHANT VERTICAL



- The Education and Business Solutions merchant verticals saw strongest boosts W/W as interest in online learning services and business technology remains unwavering.
- Trending vertical, Food & Beverage, experienced revenue rebounds coming off a week of softer performance due to some consumers transitioning to in-store grocery shopping.
- Messaging sales with Father's Day delivery in mind, resulted in slight revenue declines this week after earlier purchase peaks for Apparel and Household merchants.

## REVENUE GROWTH W/W BY PUBLISHER SEGMENT



- Consistent revenue increases can be seen for Deal and Content publishers as last-minute Father's Day sale rounds ups and product specific deals launched during the week.
- Merchants successfully leveraging commission increases and exclusive affiliate coupon codes with Coupon and Loyalty publishers has yielded revenue increases for these publisher segments.