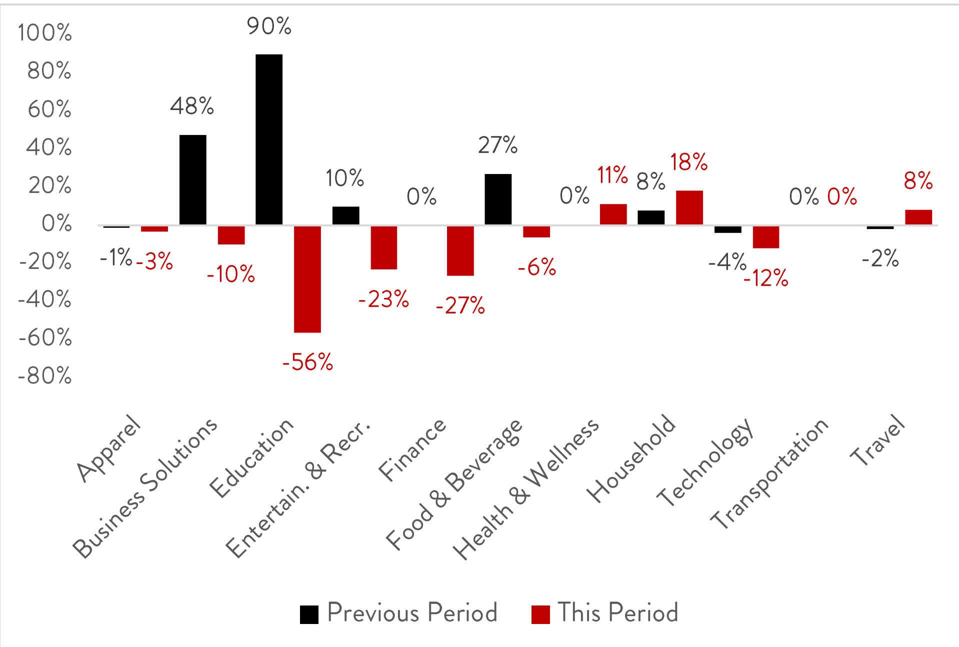
AP CLIENT ECONOMIC BENCHMARK ANALYSIS: W/W

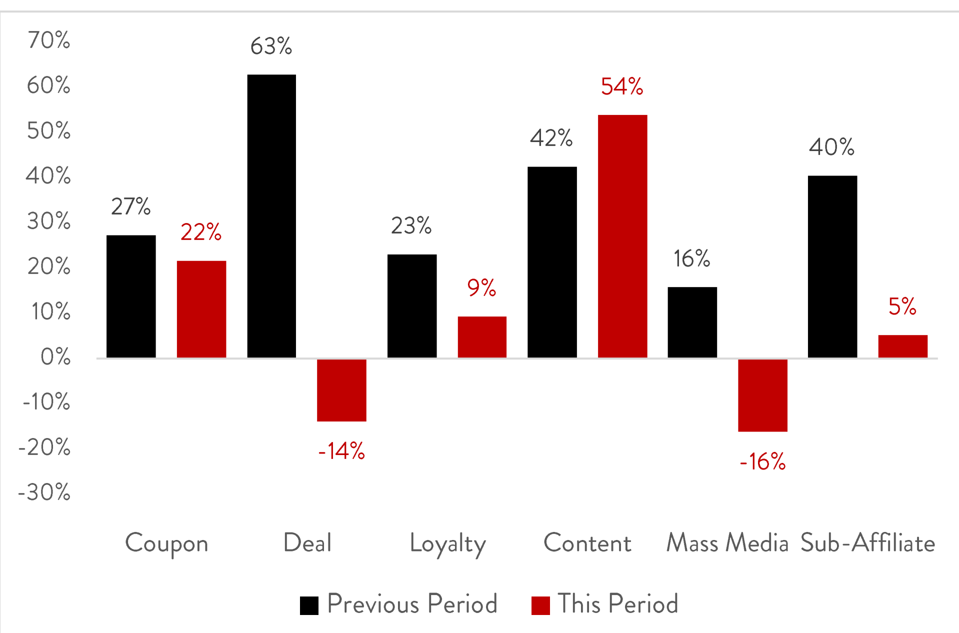
The current economic climate is requiring many brands to pivot quickly and change how they think about their business. To help you stay informed on affiliate industry trends and strategies that other brands are finding effective, we will be sending out a weekly economic analysis based on select client data. These week-over-week benchmarks will highlight revenue changes we're seeing with select Acceleration Partners clients and affiliate partner verticals.

This Period: 6/22/20-6/29/20 vs. 6/15/20-6/21/20
Previous Period: 6/15/20-6/21/20 vs. 6/8/20-6/14/20

REVENUE GROWTH W/W BY MERCHANT VERTICAL



REVENUE GROWTH W/W BY PUBLISHER SEGMENT



- Weekly revenue for trending merchant verticals Health & Wellness and Household stay on a positive trajectory with the majority consumers remaining home.
- Following a week of solid growth, Education merchants have seen softer performance coming off that boost along with effects of summer break being in full swing throughout the US.
- As a segment of consumers are eager to get away following quarantines, Travel merchants have seen slight increases W/W.
- Coming off a week with the strong revenue increases from last minute Father's Day pushes and sale round ups, Deal and Mass Media publishers have experienced revenue declines.
- Content publishers continue to offer flexibility in some cases to merchants willing to offer strong commission increases for exposure which have yielded consistent revenue volume or this publisher segment.
- Traditional Coupon and Loyalty partner revenue has seen increases W/W as brands continue to lean on these partner's reach to target high purchase intent shoppers.

ACCELERATION PARTNERS®