



APRIL 2024

Q1 Decoded

Exclusive Insights & Strategies



Acceleration

PARTNERS®

OUR REPORT

The enclosed report reflects client performance for all Acceleration Partners clients across the globe in [Q1 2024](#). AP uses data from [our 200+ clients](#) to compile insights and identify trends across the partner and influencer marketing ecosystem.

The data in this document is compiled from the [world's leading brands](#) in [over 40 countries](#) and illuminates [critical shifts](#) we have seen in digital marketing that will shape our industry in the coming years.



EXECUTIVE SUMMARY

1. **LIFT IN ORDER VALUE:** A substantial **22% increase in net revenue** across the AP portfolio, driven by a lift in average order values (+5%) and conversion rate (+4%) with impressive gains across a variety of verticals.
2. **GLOBAL GROWTH:** Regional insights and trends from key markets.
3. **VERTICAL PERFORMANCE:** Most retail-focused verticals saw Y/Y growth; however, Clothing & Accessories saw a decline due to a -7% decline in conversion rate.
4. **CONSUMER BEHAVIORS:** And their impact on Affiliate Performance, particularly the impact on evolving partner types like **Buy Now Pay Later (BNPL)** and **Card-Linked Offers (CLO)**.
5. **INFLUENCER INSIGHTS:** Exclusive influencer data insights illuminate the power of **Affiliate x Influencer** to drive full-funnel results and the importance of Paid Amplification to increase visibility and test the elasticity of user-generated content (UGC).
6. **INSIGHTS INTO ACTION:** Key trends to leverage AP's Q1 insights for the rest of 2024.



AFFILIATE CHANNEL INSIGHTS



Increases in AOV and Conversion Rate Drive Revenue Growth

Consumers were spending more and converting at a higher rate in Q1 2024, driving a 22% Y/Y increase in revenue across AP's affiliate client portfolio.

With the substantial increase in revenue, our clients were still able to maintain a similar ROAS Y/Y, with only a -2% decline. However, the cost to acquire new customers rose 10% Y/Y, which was driven by increased performance from upper-funnel, premium content partners.

18.2M

ACTIONS

+15%Y/Y

\$1.8B

REVENUE

+22%Y/Y

\$107

AOV

+5%Y/Y

\$28

ROAS

-2%Y/Y

1.7MNEW
CUSTOMERS

+1%Y/Y

\$26CUSTOMER
ACQ. COST

+10%Y/Y

8%AVG. CONV
RATE

+4%Y/Y

49%MOBILE
ORDERS

+5%Y/Y





NORTH AMERICA

Clicks: +6%
 Orders: +14%
 Revenue: +25%



EMEA

Clicks: +35%
 Orders: +43%
 Revenue: -5%



APAC

Clicks: +79%
 Orders: +27%
 Revenue: +111%



LATAM

Clicks: +120%
 Orders: +4%
 Revenue: +204%

Although EMEA consumers are still actively buying online, they continue to remain cautious about their spending as seen by a -5% decrease in revenue. This was driven by a -34% decline in AOV, which can be mostly attributed to UK and Germany consumers.

APAC & LATAM growth can be attributed to a combination of an increase across the Travel & Attractions vertical and expansion into new markets for some AP clients.











KEY INSIGHTS

Most retail-focused verticals saw Y/Y growth; however, Clothing & Accessories saw a decline due to a -7% decline in conversion rate.

Experience categories such as Travel & Attractions and Sports & Recreation saw increases across primary KPIs.

The Food & Beverage vertical is thriving, mainly due to food/grocery delivery brands. Increases in revenue can also be attributed to higher food and household product costs.

 <p>MULTI-PRODUCT RETAILER</p> <p>+12% ORDERS Y/Y</p> <p>+8% REVENUE Y/Y</p>	 <p>CLOTHING & ACCESSORIES</p> <p>-3% ORDERS Y/Y</p> <p>-1% REVENUE Y/Y</p>	 <p>SPORTS & RECREATION</p> <p>+37% ORDERS Y/Y</p> <p>+30% REVENUE Y/Y</p>	 <p>HOME & GARDEN</p> <p>+8% ORDERS Y/Y</p> <p>+8% REVENUE Y/Y</p>
 <p>HEALTH & BEAUTY</p> <p>+27% ORDERS Y/Y</p> <p>+15% REVENUE Y/Y</p>	 <p>FOOD & BEVERAGE</p> <p>+40% ORDERS Y/Y</p> <p>+73% REVENUE Y/Y</p>	 <p>TRAVEL & ATTRACTIONS</p> <p>+27% ORDERS Y/Y</p> <p>+93% REVENUE Y/Y</p>	 <p>B2B PRODUCTS & SERVICES</p> <p>+7% ORDERS Y/Y</p> <p>+44% REVENUE Y/Y</p>



CONSUMER BEHAVIOR SHIFT

Consumers are finding new, more convenient ways to find the best deals and stretch their dollars.

IMPACT TO AFFILIATE CHANNEL

Revenue is shifting away from traditional deal & rewards focused partners to newer partner types that are offering more convenient ways to shop and save.



NEW PARTNER TYPE GROWTH

Partner Type	Y/Y Revenue
Card-Linked Offers:	+200%
Price Comparison:	+151%
Buy Now, Pay Later:	+23%

These partner types are evolving and enhancing the consumer experience, making it easier to connect and receive deals through their preferred payment method. Price comparison sites are helping consumers find the best price for the products they're looking for.



TRADITIONAL PARTNER TYPE DECLINE

Partner Type	Y/Y Revenue
Coupon:	+8%
Loyalty/Rewards:	-.3%
Product Deal:	-26%

Although Coupon was up, we typically see a higher Y/Y growth rate, along with growth in the Loyalty/Rewards and Deal partner types. For traditional partner types to remain competitive, they will need to find creative new ways to entice and incentivize consumers.



Shoppable media is on the rise and playing a part in growth across the affiliate channel.

In a survey by eMarketer, 57% of agencies (Including AP) believe shoppable video is the next big frontier for retail media

Q1 PARTNER GROWTH

- Connected TV: +95% Revenue
- Affiliate Influencers: +70% Revenue
- Premium Content: +41% Orders





Acceleration

PARTNERS®

Affiliate Strategies That Will Shape 2024 and Beyond

/01

Connected TV Test

Take advantage of the shoppable media craze by testing Connected TV campaigns through the affiliate channel. Connected TV partners are equipped to recommend platforms and creative that will engage your target audience.

/02

BNPL& CLO Partners

With consumers leaning towards Buy Now, Pay Later as a payment method and linking deals to their credit/debit cards, this is the perfect time to identify new partners to work with in these categories to gain additional exposure.

/03

Acquisition Strategy

The cost to acquire new customers is on the rise. Optimize with partners that drive higher new customer rates without increasing commissions by offering exclusive offers for their audience and ensuring their traffic is landing on the right page on your site to increase conversions.

/04

Shoppable Media Assets

Ensure your affiliate program has enticing creative, such as short-form videos, product imagery and deep-linking capabilities for affiliates to take advantage of. Highlight best-selling products and product categories to give your partners insight into what converts best.

/05

Influencer Expansion

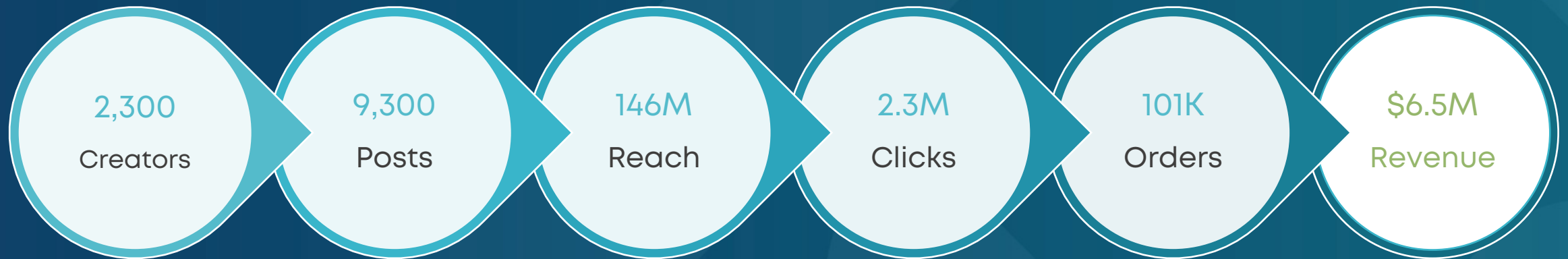
Build on the continued growth of influencer marketing and its intersection with the affiliate channel. AP Influencer services can help amplify your brand through all aspects of influencer marketing and paid amplification of affiliate and influencer content.



INFLUENCER INSIGHTS

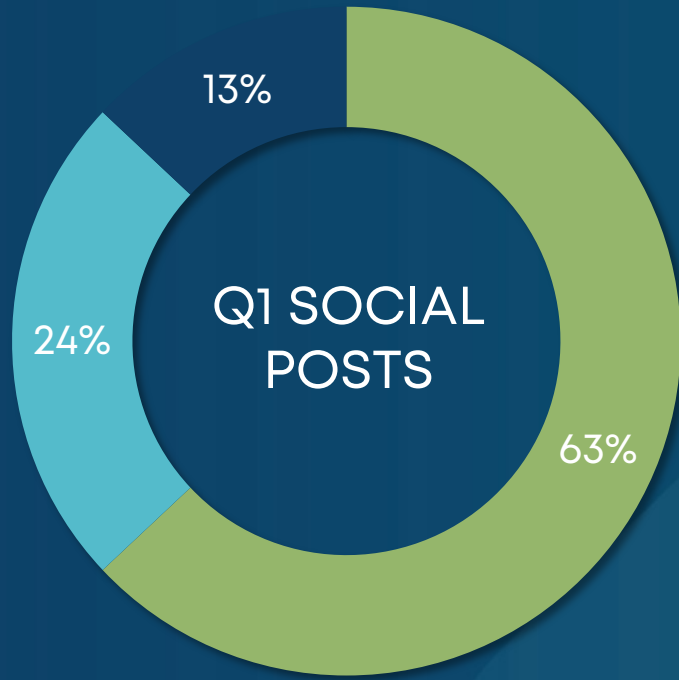


Full funnel affiliate influencer campaigns generate \$6.5M in tracked revenue across 9,300 influencer posts.

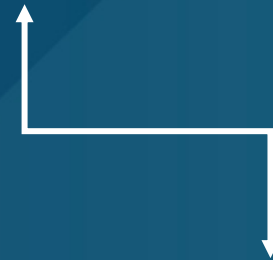


Strong results were driven by leaning into brand seasonality to increase influencer and audience engagement, in addition to collaborating closely with influencers on creative messaging, offers and incentives to drive optimal performance and engagement.

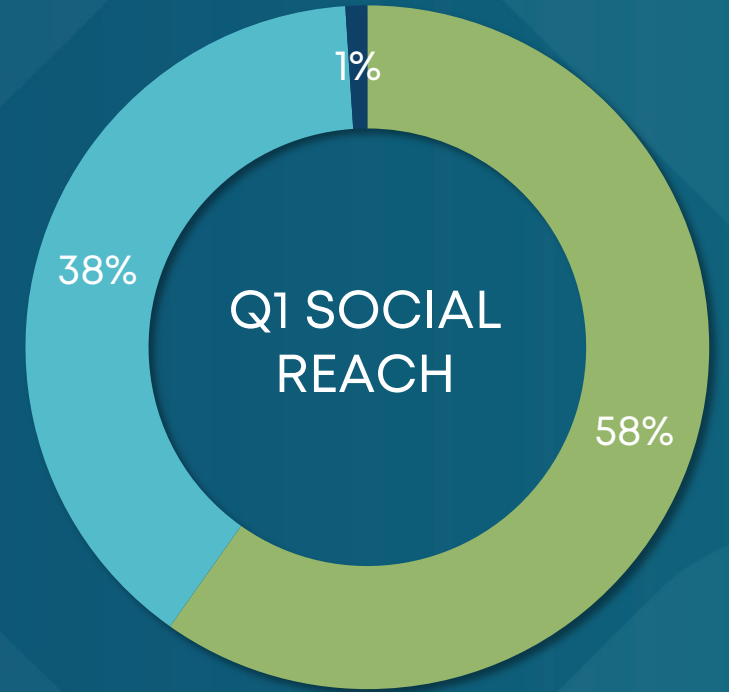




Instagram is the top platform by volume...



...but TikTok has 70% higher reach per post.



■ Instagram ■ TikTok ■ Other

■ Instagram ■ TikTok ■ Other



110M Reach
+91% Y/Y

3,600 Posts
+106% Y/Y

2,000 Free Follow-Ups
+339% Y/Y

\$6M Revenue
+50%

Paid collaborations with mid & macro-influencers throughout Q1 yielded positive Y/Y growth, generating a 91% increase in Reach and \$6M in revenue.

Campaigns focused on healthy living in the New Year were a contributed to growth, along with a focus on enabling influencers through promotions and brand/product education.

Driving growth with
increased efficiencies

+13%
Y/Y increase in ROAS



Thank You!

To leverage these insights, contact your Account Director or
marketing@accelerationpartners.com

