



Partnerize

Be a holiday hero:

# 2023 Q4 Partnership Playbook.

Brand Edition





Consumer spending for the 2023 holiday shopping season is projected to reach **\$1.33 trillion**—a year-over-year increase comprised of +11.9% in ecommerce sales as well as nearly 3% growth in brick and mortar purchases. Despite the increase in holiday spending, fluctuating economic conditions worldwide have impacted consumers will be more mindful of purchase attributes beyond price points, including delivery costs and flexibility of returns than in years past. Additionally, the holiday shopping season kickoff continues to creep earlier into the year with a growing number of consumers planning to begin their holiday shopping as early as September to capture the best possible deals. There's good news for marketers leveraging Partnerize: the platform gives you the tools necessary to easily navigate the unique challenges of this holiday shopping season.

Partnerize's Be a Holiday Hero: 2023 Q4 Partnership Playbook is a holiday shopping prep guide that puts you on track to maximize this year's unprecedented holiday shopping season.

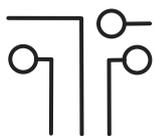
Inside, we'll detail 10 pro tips for making the most of your partner program to set yourself up for success in Q4 and beyond.

**Let's get started!**

# Holiday planning pro tip #1:

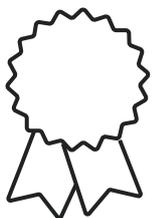
## Discover last-minute partnerships.

Right-fit publisher partners are critical to your holiday success story, and time is running out to find and recruit those that could play a key role in driving to your end-of-year business goals. Ensure that you have the right partners on deck to support your holiday shopping season key performance indicators before code freeze (or, the final date for partners to launch advertisers on their site in the calendar year) by following these three recruitment steps:



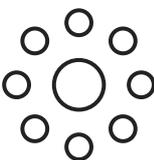
### Make sure that a range of partner categories are represented.

Expand your reach and drive new customers with a diverse portfolio of partner types including influencers, content, loyalty, coupon, social media and comparison shopping —a diverse portfolio that enables you to increase touchpoints across the buyer journey. Easily identify best-match partners for the holiday season and beyond using rich partner profiles that serve up social media metrics, audience demographics, total reach and more.



### Explore limitless prospective partnerships.

Partnerize makes it easy to find and recruit right-fit partners beyond the platform, including the ability to access an ecosystem of **750k+ partners and 250k+ influencers** via our SaaS-exclusive Publisher Discovery integration. Leverage the platform's prospects feature and precision filtering functionality to expand your reach beyond partners joined to Partnerize and collaborate with the most relevant partners for your business.



### Personalize connections.

When extending a program invitation, contact prospective partners directly to let them know more about your brand, upcoming promotions, collaboration opportunities and reward potential—details that are helpful to partners planning their holiday content and placements.



## Holiday planning pro tip #2: **Get creative!**

Supplying your partners with up-to-date content ensures that the most relevant message and imagery is at their fingertips for amplification. Ensure that your publisher partners have the most relevant content available with a three-step audit of your creative:



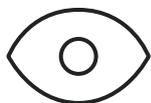
### **Remove outdated creative.**

Deactivate expired links and banners that are still live for your partners—think “Check Out Our Spring Collection”, “Don’t Miss our Labor Day Sale” and other seasonal or inactive sale messaging. Cleaning up your account ensures that your most relevant offers rise to the top for partners to easily access. On this note, don’t delete outdated offers—merely deactivate them. That way, they will still appear in historical reporting for future trend comparisons.



### **Confirm that your product feed is free of errors.**

A thorough product feed enables your partners to easily access product-specific content for their posts. Ensure that your product feed isn’t producing any errors within the platform, and resolve any issues as soon as possible to keep the most up-to-date inventory data available to your key partners.



### **Provide a promotional sneak peek.**

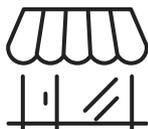
Share upcoming promotions and featured products with your partners via the platform's integrated newsletter feature—a tool that lets you send messages to your entire partner base, individual partners or custom groups. With advanced notice, partners can plan ahead to include your messaging in their most relevant holiday features.



## Holiday planning pro tip #3:

### Accommodate shifting key shopping holidays.

Historically, planning your shopping calendar meant considering primary shopping days like Black Friday and Cyber Monday. However, the evolution of digital shopping holidays—and now the economic shifts—means that these major shopping holidays have turned into a gray area, blending into the days and weeks surrounding shopping holidays to which we are accustomed. Set your calendar up for success by:



#### Meeting omnichannel demands.

Cater to the revival of brick-and-mortar shopping with BOPIS (buy online, pick up in store) or ROPIS (reserve online, pick up in store). Leverage dynamic commissioning rules to customize payouts on orders driven via these fulfillment types.



#### Considering non-discount promotional messaging.

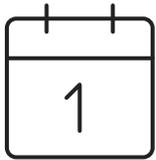
Think outside of the box when it comes to your promotional messaging. Consider amplifying free shipping thresholds, gift guide messaging and gift card availability just to name a few. This type of content will give your partners something to promote so that you can remain top of mind for consumers even when you aren't promoting discounted products.



#### Remaining competitive with cash back rates.

Increase loyalty partner commission in exchange for increased consumer cash back rates. You can also leverage dynamic commissioning structures for these partners to provide a higher partner rewards and/or cash back on conversions that meet specific criteria such as a defined revenue threshold, AOV, transactions that include a particular SKU and more!





## Plan for all major shopping holidays.

While not an exhaustive list, consider running your most aggressive promotions on the biggest shopping holidays of the season:

- **Amazon Prime Early Access:** October 11-12
- **Thanksgiving:** Thursday, November 23
- **Black Friday:** Friday, November 24
- **Cyber Monday:** Monday, November 27
- **Green Monday:** Monday, December 11
- **Single's Day:** Saturday, November 11
- **Free Shipping Day:** Thursday, December 14
- **Super Saturday:** Saturday, December 19
- **Boxing Day:** Tuesday, December 26



## Create a flexible back up plan.

As residual economic effects from the pandemic continue, it's critical for marketers to be flexible when it comes to promotional plans around traditional shopping holidays. Prepare for this uncertainty with back up messaging should certain peak shopping days not meet your business goals. For example, prepare last-minute content to share with your publishers for a Cyber Monday sale extension so that you can easily deploy links and a newsletter if you need to extend the holiday momentum.



## Holiday planning pro tip #4: Maximize your partners' unique potential.

Diversifying your partner makeup enables you to expand your audience reach, gain omnichannel exposure and increase touchpoints across the customer conversion path. But a diversified partner makeup also requires a varied exposure plan rather than a “one-size-fits-all” strategy for optimal results. When building your holiday promo calendar and placement plan, consider offering unique incentives for each partner category. For example:

- Provide loyalty partners with increased commission for a larger share of cash back to their consumers.
- Send your influencer and content partners product for styled posts. Further, send them two of that product to coordinate a giveaway for their audience.
- Give coupon partners vanity codes for your most aggressive site promotions.
- Offer coupon partners trademark + bidding rights for a test duration in exchange for a discounted rate on a paid placement.
- Ask comparison shopping and content partners about curated gift guide themes.

Also, don't forget to ask partners what holiday exposure they have available so that you can be included in their unique promotional opportunities.



# Holiday planning pro tip #5:

## Check out feature opportunities with your partners!

Publisher partners typically ramp up their placement opportunities during the holiday shopping season, increasing the number of features available to be front-and-center as consumers check off their gifting list. Gain an understanding about your partners' available exposure by:



### **Sending personalized partner communications.**

Reach out to your top revenue or traffic drivers to discuss holiday-specific placements, paid placement packages or opportunities that worked well earlier in the year that you can replicate during the holiday shopping season by accessing their email addresses through their individual partner profiles or by sending a newsletter to individual partners or custom groups.



### **Connecting with your account team.**

Publisher partners typically submit their holiday media kits to our team. Get in touch with your account team to request media kits from specific publishers or inquire about their recommendations for placement opportunities that will maximize your potential.



### **Visiting partner sites.**

Check out your publisher partners' sites to see what's available! Do they have a prompt to subscribe to their newsletter, desirable homepage features, or a category that is in line with your brand where you would like to gain exposure? While you're there, check out where your competitors are featured. You can use this intel to be specific in your negotiations with partners to ensure that you receive the most relevant placement opportunities for your audience.



# Holiday planning pro tip #6:

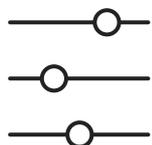
## Break through the messaging noise with paid placements.

Holiday shopping season is competitive with so many marketers vying for consumers' dollars. Stand out from your competitors by securing partner placements that put you front-and-center for consumers checking off their shopping list with these tips:



### Allocate marketing dollars for paid placements.

If you're launching the most aggressive sale of the season, ensure that you get as many consumer eyes on it as possible by putting flat fee spend behind paid placement opportunities. Reach out to partners to discuss on-site features, newsletter inclusion, dedicated newsletters, social posts and more to maximize the reach of your most competitive offers. And, don't forget that you can easily facilitate flat-fee payments to partners via Partnerize!



### Leverage dynamic payment functionality to negotiate rates.

Examples for maximizing the benefits of dynamic partner payments in your holiday strategy include:

- Implement dynamic commissioning structures that increase partner rewards based on unique order attributes like AOV, revenue threshold, SKU, category and more. And, alert your partners to the commission structure in advance using the platform's newsletter functionality.
- Negotiate paid placement costs by providing the partner with an increased commission or dynamic commission rate.
- Provide a partner with an Exclusive Code that rewards them based on redemption. Ask the partner what they are willing to offer in exchange for the exclusive offer to secure additional exposure at no extra cost to you.



## Holiday planning pro tip #7: Implement dynamic commission structures.

As the customer journey continues to evolve, marketers need a way to customize their payment structures that keeps them in control of their spend. With Partnerize, dynamic commissioning functionality allows you to do just that with the capability to assign value to transaction attributes—functionality that entices partners to drive to your unique KPIs.

Easily automate reward structures by implementing conditional commissioning structures that align to broader business goals, such as:



### Coupon code.

Adjust commission payout based on the presence of a coupon code to:

- Decrease commission rates on orders that utilize a coupon to protect margins.
- Drive up AOV by commissioning higher on orders that do not contain a coupon to incent publishers to drive full-price purchase.
- Optimize sale periods by paying out higher on orders that do contain your coupon, encouraging publishers to feature the coupon in a prominent position.

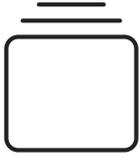


### Item ID or SKU.

Assign custom commission rates at the product level to:

- Protect your margins by commissioning lower on high-cost products.
- Commission higher on products with excess inventory to incent publishers to promote specific items.





## Item quantity per order.

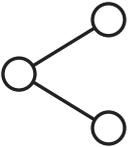
Tailor commission rates for orders based on the number of products in the consumers' basket. For example, orders that have 10 items or more receive an additional 2% payout. This capability enables you to:

- Control spend with a tiered commissioning structure to increase individual basket size.
- Drive up AOV by incenting larger baskets at the partner level.



## New vs. existing customers.

- Promote new customer acquisition by commission higher on first-time buyers.
- Negotiate featured placements to target new demographics.



## Category.

Assign commission rates to categories on your site to:

- Protect margins with dynamic rewards on discounted categories.
- Promote excess inventory by offering a higher reward on the sale of that category.
- Entice partners to promote you holiday gift guide by offering a higher commission rate on sale of gift guide products.



## Creative ID.

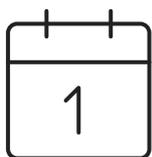
Reward partners at the textlink, coupon and banner level to:

- Promote use of your most up-to-date content.
- Incent posting of your seasonally relevant banners.



## Holiday planning pro tip #8: Ramp up shipping potential.

The National Retail Federation reported that 75% of consumers surveyed expect delivery to be free even on orders under \$50. When crafting your promotional calendar for the holiday season, be sure to include shipping and fulfillment options that tap into this shipping-minded audience and entice them to complete their purchase without a coupon or discounted product:



### Participate in Free Shipping Day.

This ecommerce holiday marks the final day to receive guaranteed delivery of your purchase by Christmas. Brands that participate must offer free shipping on all orders (no threshold) to consumers that convert.



### Expand fulfillment opportunities.

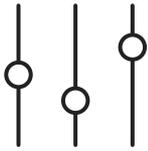
As the pandemic continues to impact in-store shoppers, consider leveraging fulfillment options that drive traffic in-store or expedite the delivery of ecommerce purchases such as buy online, pick up in store (BOPIS).



### Create free shipping exclusive codes.

Create free shipping coupon codes for one or more partners. You can use this offer to negotiate featured placement, sweeten the deal for an existing promotion and control the commission payout on orders that ship free.





### **Alter your shipping threshold.**

If your margins can't support free shipping, consider launching a promotion for one or all partners that has a lower free shipping threshold, such as free shipping on orders over \$50. Deals like this incent partners to drive higher basket sizes from consumers, so you should also consider implementing a dynamic commissioning rule that triggers an increased reward for orders over a higher threshold.



### **Communicate your final ship date.**

Make your publisher partners aware of your final ship date for guaranteed Christmas delivery by sending an email through the platform, deploying a newsletter or simply by adding a textlink that indicates the final ship date as well as any free shipping threshold. This information is helpful for partners to know so that they can provide an optimal experience to their audience.



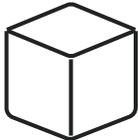
## Holiday planning pro tip #9: Give the gift of gift cards.

Gift card and holiday wrapping campaigns eliminate extra steps for gift-giving consumers while giving marketers the freedom to fulfill orders in time for the holidays even after the last ship date. Provide this flexibility to consumers while controlling your return on ad spend by considering:



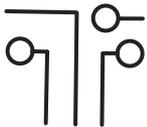
### **Gift cards.**

Promote gift card messaging throughout your holiday promotional calendar. By offering the ability to deliver gift cards through email, they could be a major driver of revenue throughout the remainder of the year.



### **Gift receipts and wrapping.**

If this is something that your site supports, include it in your holiday messaging to entice consumers that want to send gifts straight to their recipients.



### **Implement dynamic commissioning structures for these options.**

Ensure that your commissioning structure is set up to support the sale of gift cards—many brands choose not to commission the same amount on both the sale and redemption of a gift card to maximize their return.



# Holiday planning pro tip #10: See your success in real time.

Monitoring holiday performance can be a cumbersome task. With Partnerize, it's easy. Keep a pulse on your holiday performance to ensure that you're driving profitable growth throughout peak shopping days with analytics that let you:



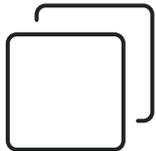
## Keep a pulse on your KPIs.

Monitor progress of metrics that matter most to your business with the KPI dashboard—functionality that displays on-demand progress via reporting visuals for customized monthly, quarterly and annual goals.



## Gain real-time insight.

Evaluate partner performance in real time so that you can maximize effectiveness and return on ad spend across metrics such as clicks, transactions, revenue, conversion rate, commission and more.



## Evaluate partner trends.

Check out historical performance for customizable time periods to ensure that partners are driving growth for your program against their historic results. If optimization is required, leverage the platform's integrated email functionality to connect with key partners to maximize peak shopping days.

Additionally, ensure that your partners' contact information is updated and relevant in Discover.

Having easy access to the appropriate contact will lessen the time it takes to resolve any issues regarding your placements.





# Partnerize

Contact us today to learn how you can harness the power of an industry-leading partnership solution provider.