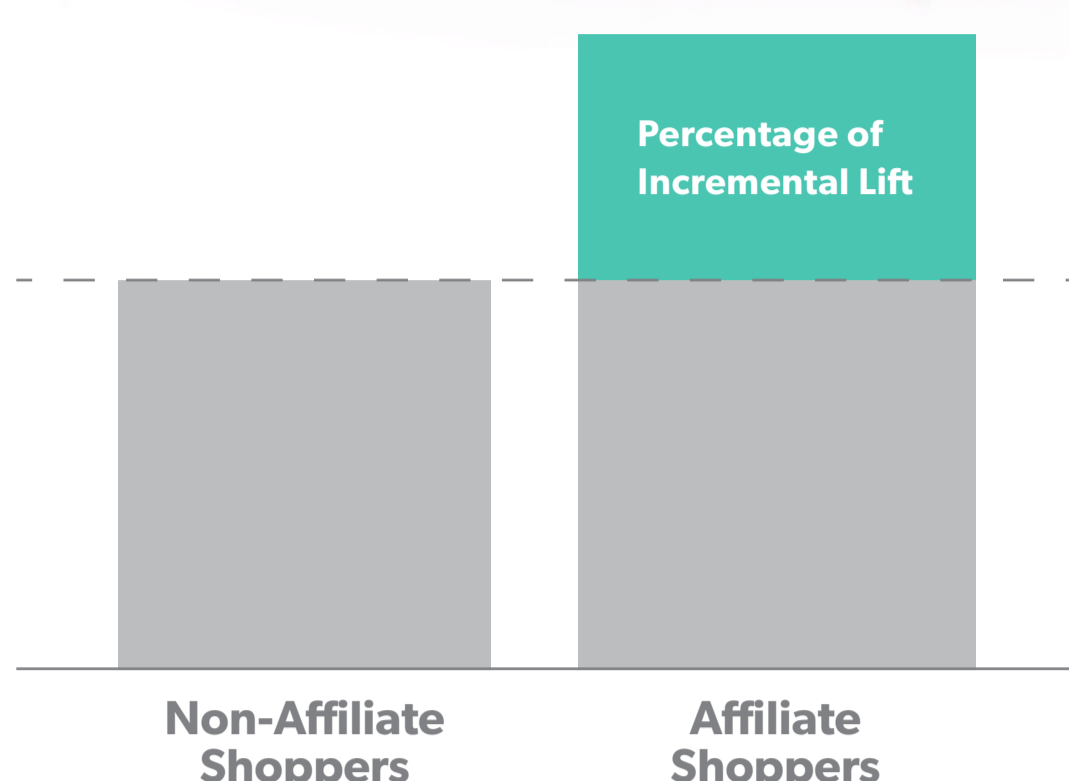


RESULTS ARE IN

Affiliate is Incremental

In the largest Affiliate Incrementality Study ever conducted—over 21M retail consumers and 5.5M transactions—we've proven the incremental effect that affiliate has on shopper behavior.

Affiliate shoppers drive 88% more revenue



Let's look at two groups of shoppers to demonstrate how affiliate moves the needle.

1M
1 MILLION WHO DIDN'T INTERACT WITH AFFILIATE

1M
1 MILLION WHO DID INTERACT WITH AFFILIATE

Affiliate shoppers convert at a 46% higher rate



Affiliate customers spend an average of 23% more per order



Affiliate customers purchase 4% more frequently



The incremental effect of affiliate compounds to deliver 88% more revenue per shopper



Whether you have a thousand shoppers or a billion, how does 88% more revenue help you meet your goals?

Affiliate generates 88% more revenue per shopper

For more information on our Affiliate Incrementality Study of over 21M retail consumers and 5.5M transactions, check out our [whitepaper](#) or [contact us](#).

* **Shopper** - Individuals in either the Affiliate Shopper (Test) or Non-Affiliate Shopper (Control) group
Customer - Shoppers who have made at least one purchase with the respective brand