INSIGHTS FROM THE NETWORK



AFFILIATE CUSTOMER INSIGHTS IN 2016

AFFILIATE OUTPERFORMS OTHER MARKETING CHANNELS BY DOUBLE DIGITS

In 2016 the affiliate channel outperformed other marketing channels in several key performance metrics. Consumers introduced through affiliate **place more orders** at **higher price points**. Elevated order value, combined with repeat purchases, make these consumers exceptionally valuable.

PERCENT DIFFERENCE BETWEEN CHANNELS	 AVERAGE ORDER VALUE	OTHER CHANNELS AFFILIATE	
	 ORDERS PER CUSTOMER	OTHER CHANNELS AFFILIATE	
	 ANNUAL CUSTOMER REVENUE	OTHER CHANNELS AFFILIATE	

AFFILIATE DOMINATES IN HIGH VALUE NEW CUSTOMER ACQUISITION COMPARED TO OTHER CHANNELS

In addition to driving **7 percent more new customers** than other channels, the new customers acquired through affiliate also **deliver greater value in their first year**.

AFFILIATE DRIVES HIGH VALUE NEW CUSTOMERS



DIFFERENCE IN ORDERS PER CUSTOMER



DIFFERENT PUBLISHER TYPES FOR DIFFERENT TARGET CONSUMERS

Affiliate consumers who purchase offline generate **30% higher annual revenue** than non-affiliate shoppers.



DATA IN AFFILIATE CUSTOMER INSIGHTS



METHODOLOGY:

Online and offline, all channel data gathered from retailers operating in the CJ Network.

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