



Brand Partnership Quarterly Insights

Q3 2024



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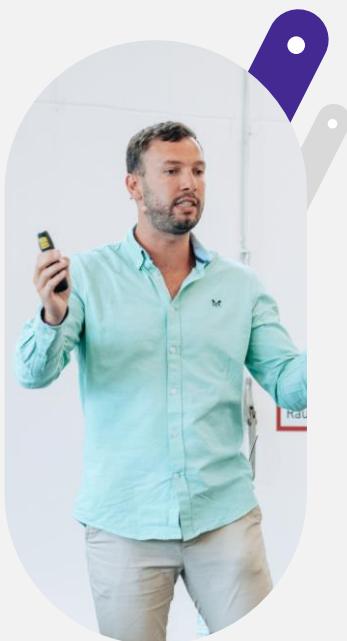
Don't miss out on the content produced by Awin's brand partnership team.

Lee Metters in the Power 100

Welcoming Samantha Halliday



About this Report



Report created by [Lee Metters](#)
Client Partner, Brand Partnerships

Who creates this report?

This report is created by Awin's Brand Partnerships team, consisting of Lee Metters (Client Partner, Brand Partnerships), Samantha Halliday (UK Brand Partnership Consultant) and Nick Stoop (BNL Senior Brand Partnership Consultant).

What to expect?

Our quarterly insights deck aims to bring you the latest updates and opportunities from over **150 active brand partners** live on the Awin network.

This document will consist of performance data, insights from our brand partnership experts, and specific partner spotlights to help inform your brand partnership strategy.

If you would like more information, then please get in touch with your Awin account contact or our Brand Partnership team.

uk-brandpartnerships@awin.com

Brand Partnerships the Awin way.

At Awin we have introduced a market leading brand partnership platform. We allow brands to better **discover**, **track** and **reward** their brand-to-brand collaborations.

Awin provide access to **1,000s of brands**, and support in selecting the right brand matches for you.

Awin **supports your partnership journey** with streamlined commercial agreements and payment/billing support.

Driving brand partner success.

Awin's curated brand partnerships are bespoke campaigns developed to help brands meet clearly defined objectives and drive successful campaign results.

- ➔ **The Advertiser** – by being promoted by another brand you can benefit from their audience reach, promoting your brand to a new customer audience.
- ➔ **The Brand Partner** – by promoting another brand you can monetise your customer audience and enhance your customers shopping experience.

Brand Partnerships Q2 Review.



€5.92m
In advertiser revenue (*)



132k
In advertiser sales



€476k
In advertiser ad-spend



99
Sale active brand partners



1,432
Total brand partnerships

(*) That's more €'s in revenue generated by brand partnerships than the number of fans who travelled to the European Championships in Germany.

Sector Performance Trends

We look at performance in the first half of 2024 to identify which sectors are making the most amount of traction with brand partnerships, both as the advertiser and the brand partner.

Brand Partner sector trends

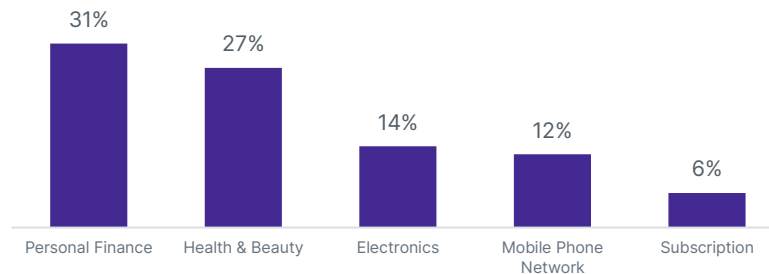
Let's first look at our active brand partners and the top five sectors that have successfully implemented a brand partnership campaign. Do your own brand fall into one of these categories? If so, you could be missing out versus your competitors!

Accounting for 59% of total partnerships is Personal Finance brand partners. Here Revolut lead the way with their in-app customer rewards, while Allianz, Santander and Lloyds TSB are also active in this category.

Health & Beauty makes up 27% of total partnerships with a diverse set of brand partners. This category includes traditional retailers, like Myprotein and LOOKFANTASTIC, as well as gyms and football clubs.

We've seen increasing appetite from Electronics retailers after the successful launch of Currys. Mobile Phone Networks includes VeryMe Rewards, Three+ and Lebara, among others. While Subscriptions is inclusive of tastecard and Pick My Postcode.

% of active brand partnerships by brand partner sector



Advertiser sector trends

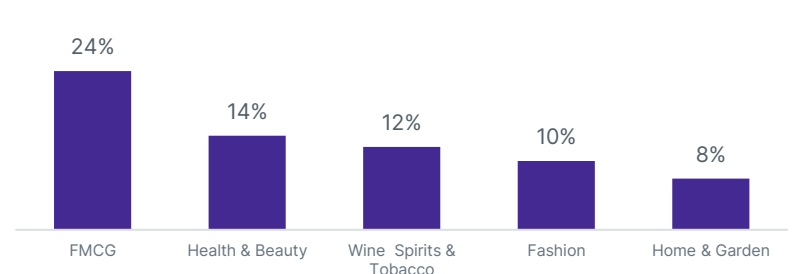
Now let's turn our attention to advertisers that are successfully promoted by our ever-growing list of brand partners. Are you looking for ways to diversify your acquisition strategy? These advertisers are doing just that with brand partnerships!

Unsurprisingly, FMCG brands account for 24% of total partnerships. Advertisers like Gousto and SimplyCook both perform well when promoted at checkout, earning them a significant share of voice in our list of top performing advertisers.

Health & Beauty accounts for 14% with strong performance from Myprotein across our collection of gym brand partners. Beauty retailers like Boots also perform well.

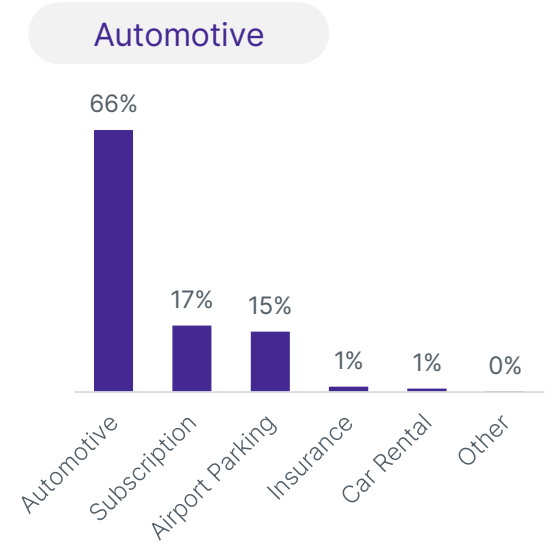
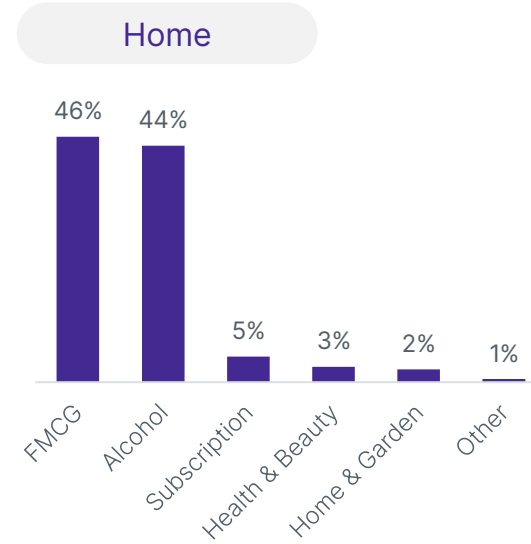
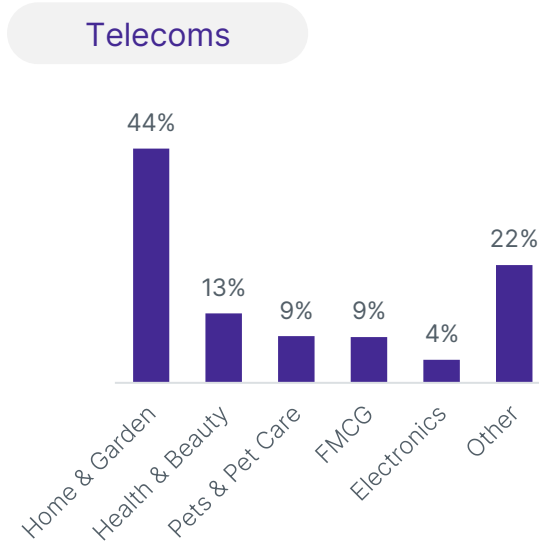
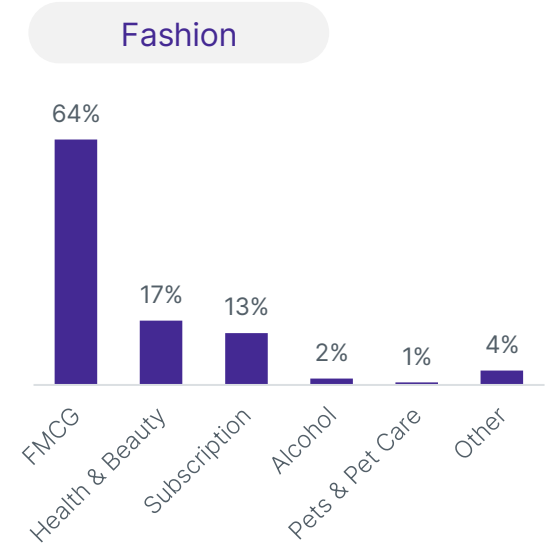
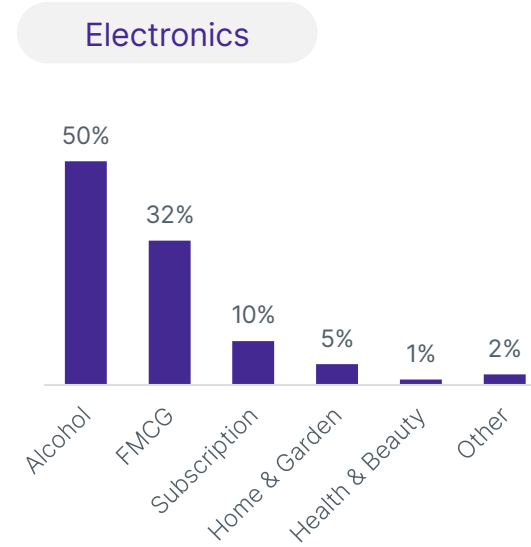
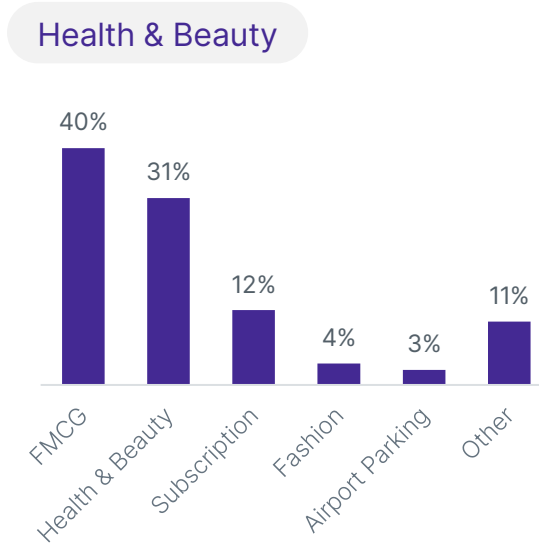
Alcohol advertisers account for 12% of total partnerships with Beer52 and Cellar Rats amongst the top performers. Within Fashion, advertisers like Boohoo, JD Sports and Nike account for a high share. Lastly, Home & Garden advertisers accounts for 8% of total partnerships and includes the likes of Ninja, Shark and SMOL.

% of active brand partnerships by advertiser sector



Sector Performance Trends

Which advertiser sectors should you promote? Here we look at the sector overlap between some of our best performing and growing brand partnership sectors and the advertisers that they promote.





Awin Expertise Customer Loyalty

How retailers are successfully fostering customer loyalty



How brands are successfully using value-added rewards to foster customer loyalty

Digital ecommerce is a fast-paced industry, where customers have multiple retailer options and rightly demand the best. It's well reported that loyalty customers buy more often and spend more, but we often see brands rely on their product alone to create customer loyalty. That strategy used to work, but in today's environment, your product offering alone is not enough to generate meaningful customer loyalty.

The brands that win at loyalty will be those who adapt to the changing needs and wants of their customer base.

The key to building a loyal customer base lies in enhancing your customers shopping experience. Here at Awin, we believe that non-endemic retail media partnerships help brands offer customers additional value beyond their core product or service offering. By partnering with complementary advertisers, brands can create enhanced shopping experiences that strengthen the likely bond with their customer.

But implementing a loyalty enhancing initiative is not without its challenges.

Currys and Volcano Coffee Partnership

A retailer that recognised the challenges of loyalty and has strengthened their offering with non-endemic retail media opportunities is Currys. In collaboration with Awin, Currys wanted to drive up sales of their premium coffee machines over Black Friday. The solution? Currys partnered with a premium coffee bean supplier, Volcano Coffee, to offer customers a complimentary bag of beans with their purchase. The campaign not only helped to drive more coffee machine sales, but it also enhanced the customers shopping experience.

Leverage your customer journey with value-added rewards.

By targeting customers at relevant purchasing moments, and leveraging your marketing real-estate, brands like Currys have demonstrated how to offer value-added rewards to elevate the customers shopping experience. Another powerful tool in the pursuit of customer loyalty is personalised reward experiences. By analysing your customer data, brands can tailor rewards at different stages through the

customer journey. In a partnership with Hughes Electricals and smol, we helped target dishwasher customers with a free smol trial to drive-up purchase intent at product discovery.

The future of loyalty within digital ecommerce.

As our retail landscape continues to evolve, brands must continually assess and adapt their methods of incentivising customer loyalty. By staying attuned to market trends, leveraging technology and data analytics, and seeking complementary partnerships, brands can refine their approach to enhancing their customers shopping experience. In doing so, you can be confident that you'll incentivise customer loyalty and drive repeat purchase frequency.

Rewarding customer loyalty is not just a nice-to-have, it's a must-have for brands looking to grow. By focusing on enhancing the customer experience through non-endemic retail media brands can forge strong, enduring relationships with their most valuable customers.

Nicole Bradbury
UK Brand Partnerships Consultant





Brand Partnership Inspiration

Explore the future of brand-to-brand partnerships



Exploring the future of brand-to-brand partnerships with BrandSwap.

Here's the Future of Brand-to-Brand Partnerships

No advertiser aims to serve an irrelevant offer. Still, if the mood music surrounding brand-to-brand partnerships is anything to go by, we're set to see a clear difference between solutions and collaborations built for the future and those destined to be phased out.

Until now, retail 'hosts' (those driving revenue by highlighting rewards from third-party advertisers) have been quick to publicise and generally highlight the best advertisers or the biggest offers. Global household names are supposed to carry the biggest appeal; the deepest discount is supposed to resonate with customers.

What we're finding is that retailers treating partnerships as a key secondary source of revenue are starting to ask advertising's age-old questions. So, if the end goal is still 'right message, right customer, right time', what does that look like in this context?

Putting your data to use

Suppose brand-to-brand partnerships really do form part of the retail media mix labelled

as advertising's fastest-growing segment (forecast to be worth £86 billion by 2027). In that case, we have to put nascency aside and respect the same rules around how creative and higher-performing campaigns generally factor in some form of relevance.

Many retailers now deploy cross-selling and upselling messages around their product pages and checkout. As with all forms of recommendations, what often makes these strategies effective is their relevance. The first big step in brand to brand's relevance journey will see retailers using the same first-party data to inform which partners are highlighted.

There's a simple example of how this can work in all retail sub-industries, but let's focus on fast-moving consumer goods (FMCG). Brand-to-brand partnerships have become a vital acquisition tool for an array of subscription-based FMCG businesses, from streaming services to more obscure concerns like pet food. Using the latter as an example, if the goal is to 'complete' a purchase then insurance providers should be an obvious partner. They can either showcase rewards pre-purchase - the insurer potentially leveraging a free month's subscription as an incentive to buy cover - or post-purchase

Ryan Kliszat
Co-Founder & CEO



with an order confirmation.

Matching rewards to basket contents and purchases is one of the many ways we've helped retailers using BrandSwap's technology to enhance their brand-to-brand partnerships. Retailers get the opportunity to create premium inventory, advertisers get closer to a relevant audience, while those audiences get a gift or reward that complements their purchase.

Holding brand partner rewards to the same standards as product recommendations will influence crucial changes in perception and, inevitably, much better results for advertisers and customers.

Learning what works

With other data points, retailers and advertisers will rely less on their knowledge of purchasing and more on experimentation. We already know that certain brand partners resonate better with younger audiences.

However, A/B testing will soon become vital for gauging the effectiveness of different offers, challenging preconceptions, and seeing what audiences actually respond to.



Exploring the future of brand-to-brand partnerships with BrandSwap.

Remember, in this arena, customer satisfaction goes hand in hand with partner satisfaction. The ongoing challenge for retail hosts is to create premium inventory by understanding which type of reward will convert and when.

Recently, BrandSwap was challenged by electrical retailer Currys to analyse preferences for brand partner rewards at different points in the year. Alcoholic beverage subscriptions increased in demand over winter as customers stocked their cupboards ahead of Christmas. As the festivities drew to a close, meal kits and health foods enjoyed their own sales spike as customers looked to embrace good habits.

Currys gained an idea of which rewards to show at the start and end of the year, but perhaps more importantly, it also gained a ready-made, data-backed opportunity to pass onto specific types of partners.

Case study: a recipe for relevance

On the other side of the fence, advertisers will tap into the same benefits as retailers by prioritising relevance. A great example of a high-performing partner taking advantage of an audience overlap is SimplyCook.

This year, BrandSwap has helped SimplyCook partner with UK electrical retailers like Currys and Hughes to promote a free month's trial of its recipe box subscription service in places where customers are most likely to buy new kitchen appliances.

At Currys, the use of our Smart Post-Checkout Rewards solution means that after completing a purchase, customers see the trial offer from SimplyCook along with instructions on how to redeem it. At Hughes, Simply Cook adds an extra tier of coverage by targeting customers pre-purchase, giving them a free trial in exchange for placing an order.

Highlights from the results include:

- Launching a test campaign that generated over 1,000 trials on a target of 50
- Within four months, driving nearly 4% of SimplyCook's partnership conversions
- Delivering trialists who were 8% more likely to convert into subscribers

Tackling relevance at scale

Finally, what would any analysis of the imminent future be without a mention of artificial intelligence?

Ryan Kliszat
Co-Founder & CEO



Looking specifically at brand-to-brand partnerships, we see an opportunity for retailers to build models that identify the most suitable rewards to highlight based on thousands of past interactions. That data will draw conclusions that may never have been considered, establishing hidden links between products, categories, audiences, and partners.

AI's involvement will make it far easier for retailers to tackle and apply relevance at scale and potentially justify an expansion of partners. Soon, the lure of bigger experiments could see customers presented with a greater number of rewards to see which proves most popular.

Just about every marketing channel, from paid social to display, has made great strides in boosting its targeting capabilities and clamping down on irrelevance. It's now time for brand-to-brand partnerships to start the same journey.

Now available on the Awin Mastertag, BrandSwap helps some of the UK's biggest retailers unlock extra revenue through relevant brand partnerships. Get in touch to explore your options as a host or advertiser.





Brand Partnership Opportunities

Find your next brand partnership





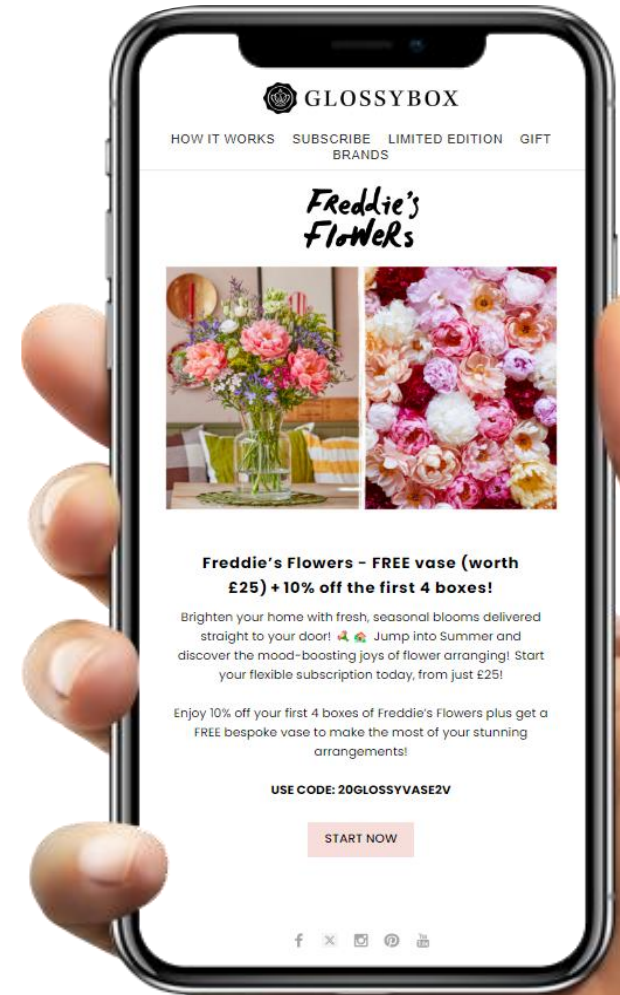
GLOSSYBOX

GLOSSYBOX is Europe's largest Beauty Subscription Service – with a highly engaged audience who are ready to shop your brand's offers. With almost half a million customers, GLOSSY is one of the best loved partnership communities.

GLOSSYBOX works with wider THG Beauty Media brands, to offer advertisers **full funnel** media & marketing solutions, to ensure we leverage our expertise in e-commerce and reach your perfect customer at the right time & in the right environment. Whether you're an emerging brand looking to raise awareness, or an established brand needing to acquire new, quality customers – THG Beauty has you

For more information: For more information on opportunities please contact [GLOSSYBOX](#). For all other opportunities please contact our [Brand Partnerships team](#).

[Click here to view their publisher profile](#)



Brand Partner of the quarter.

Introducing our Brand Partner of the quarter, GLOSSYBOX.

Featured opportunities

Take a look at our latest featured brand partner opportunities.

For more information about any of these partners, please speak to any member of the Awin team.



Myprotein

Opportunity: Global Takeover

Partner with Myprotein for a Global takeover, to expand and optimize into new and existing markets.

Promote via our Gift With Purchase opportunity, directly target our CRM database, and create awareness via our cult social media audience.

Contact:

Ryan Cummings
ryan.cummings@thehutgroup.com

ID: 808375



Dig-In

Opportunity: Email

Every year, 80% of all new students find the Dig In welcome box waiting for them in their bedrooms, filled with product samples and promotions.

Reach 1.6 million engaged CRM subscribers to promote your brand's products and services.

Contact:

Greg Huntley
greg@digin.co.uk

ID: 288117



InterLnkd

Opportunity: Email

InterLnkd is the first retail Media network linking Travel with Fashion, Beauty and Retail.

Target booked passengers, including those of Wizz Airlines, 8 weeks pre-departure with holiday essential products.

Contact:

Molly Gregory
m.gregory@interlnkd.com

ID: 849371

[View our full Opportunity Gallery here](#)

Partnership highlight of the quarter.

Here's the partnership that grabbed our attention this quarter!

MONPURE
LONDON

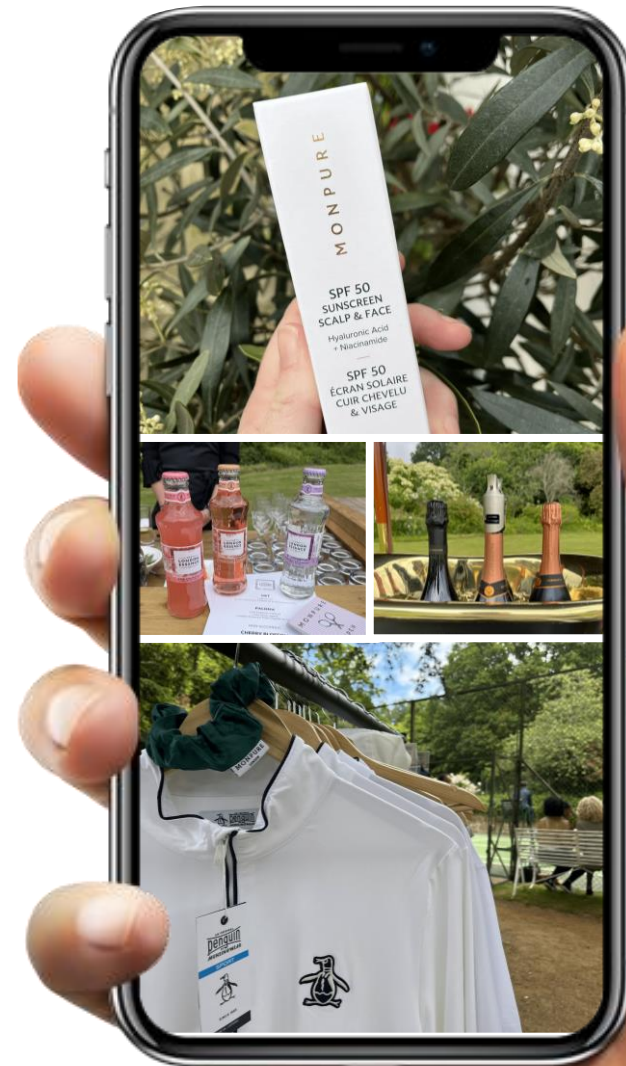


Awin's Brand Partnership team loved this collaboration between **Monpure** and **Original Penguin**. Monpure hosted their own tennis open to launch their new SPF scalp treatment and invited Original Penguin to showcase their classic tennis whites.

The Queen's Club first team were at the event and showed off their skills, while the partnerships were further enhanced with drinks provided by The London Essence Company and Gusbourne.

We think this is a great example of how multiple brands can come together and showcase their product to create a social buzz.

Please note that this partnerships wasn't tracked by Awin





Brand Partnerships publications

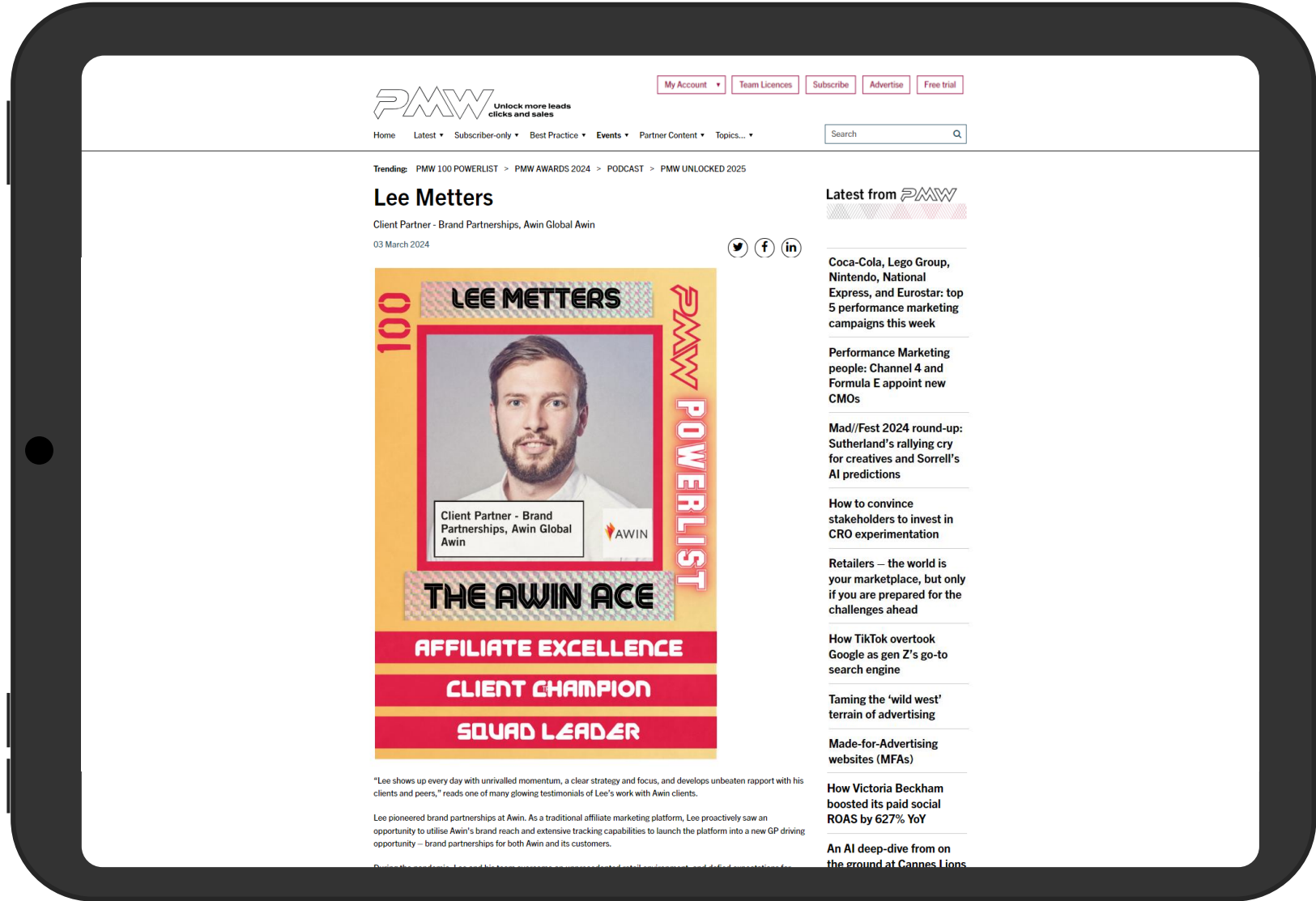
Read more content from our team of brand partnership experts.



Lee Metters named as one of the most influential people within performance marketing

Lee Metters has been named as one of the top 100 most influential people in performance marketing by Performance Marketing World. Voting is now open for Lee to join the Fantasy Marketing Dream Team. You can vote for Lee using the bubble link below.

[Click here to view the article](#)

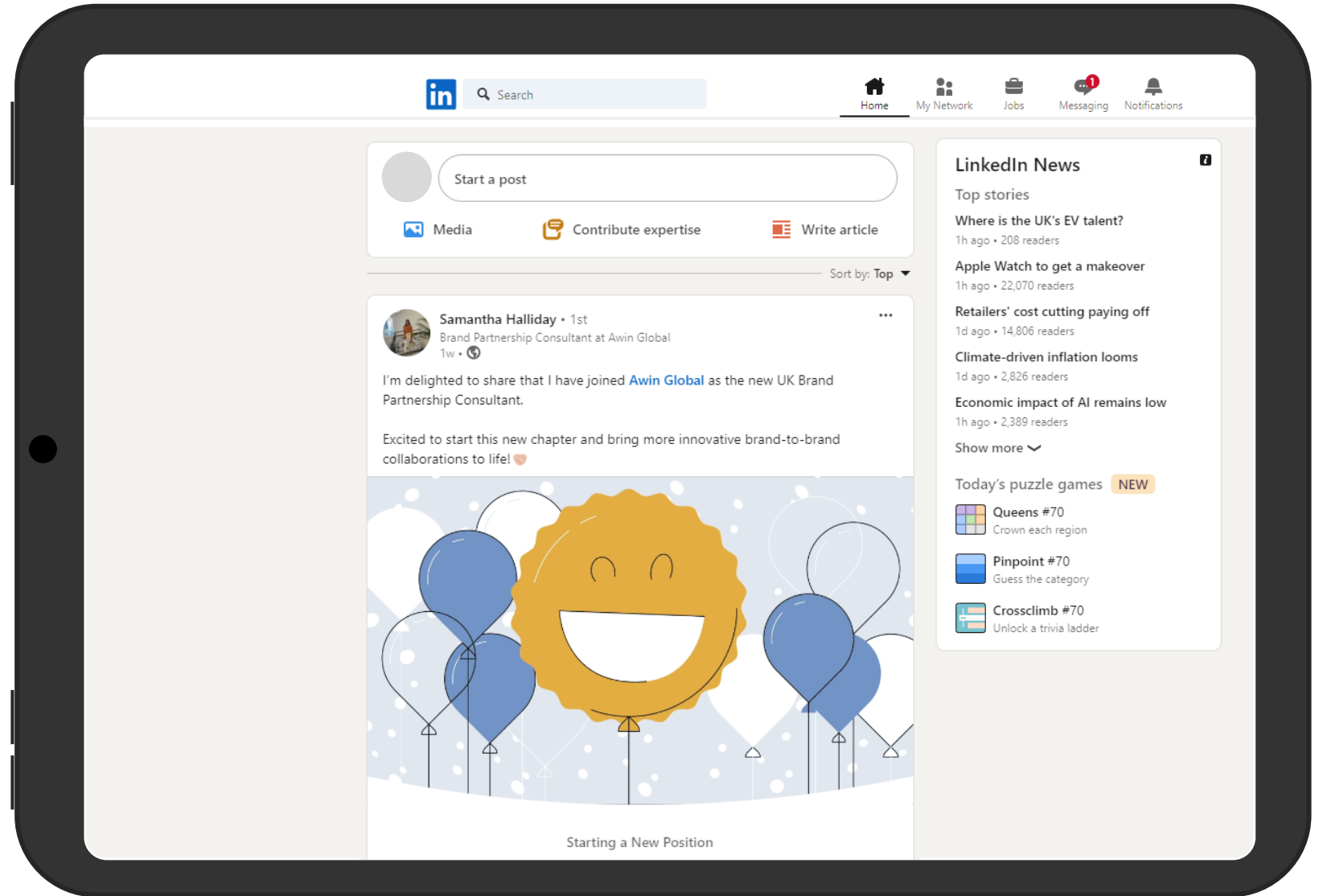




We're delighted to welcome Samantha Halliday to Awin

We're delighted to have Samantha Halliday join the Awin team as our new [UK Brand Partnership Consultant](#). Samantha has fantastic industry experience having worked at The Hut Group, ELLO Group and 26 Digital prior to this Awin role. If you'd like to [contact Samantha about brand partnership opportunities](#), then please click the bubble below.

Click here to [message Samantha](#)





Thank you for reading

Want to find out more? Get in touch with your Awin contact.

