



TRADITIONAL AFFILIATE MARKETING METRICS DON'T WORK

Start viewing affiliate as an introducer, influencer *and* closer channel.

Ascend™ measures reach, engagement and conversion across consumer journeys. How does your current program compare?

REACH

Using upper-funnel metrics to introduce and expose your brand to consumers



53%

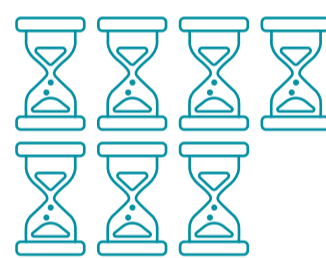
of purchases were processed with a single click*

69%

of transactions had a single publisher in purchase path*

ENGAGEMENT

Reviewing mid-funnel data points to uncover consumer types and how they engage with your brand



= 2 Hours

41%

of the customers driven via affiliate were new to file**

14hrs

is the average time to purchase with single click*



CONVERSION

Measuring conversion attributes to understand channel efficiency



ROAS



Conversion Rate



AOV

*Based on Q1 2019 Ascend data for advertisers that have enabled dynamic tracking

**Based on Q1 2019 Ascend data for advertisers that have enabled and pass new to file data

To learn more about how Pepperjam's Ascend™ platform and services are powering the new affiliate, connect with us at info@pepperjam.com.

