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Advertising is dead

How to keep growth alive with partnerships

Contents

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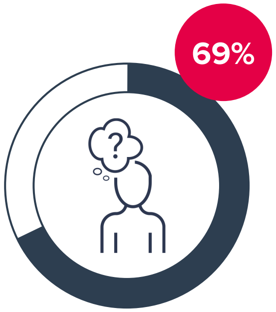
CHAPTER 1

Advertising's slide into obsolescence

We know what you're thinking. You've heard this one before.

As far back as 1994, *Wired* magazine predicted the demise of advertising[1] — death by digitization, as described in a fictionalized account set in 2015. The situation hasn't quite worked out the way that writer envisioned it, but there has been a marked downward shift in advertising success in recent years, with more dips to come in the very near future. Sixty-nine percent of consumers no longer trust advertising.[2] Sweeping changes in life as we knew it before 2020 have produced high hurdles at lightning speed, leaving marketers clamoring for new standards.[3]



Sixty-nine percent of consumers no longer trust advertising.[2]

1. Michael Schrage, "Is advertising dead?," Wired, February 1, 1994. https://www.wired.com/1994/02/advertising-2/
2. "When trust falls down." Ipsos MORI, June 29, 2017. https://www.ipsos.com/ipsos-mori/en-uk/when-trust-falls-down
3. Peter Adams et al., "8 marketing trends to watch for in 2021 as aftereffects of a volatile year linger," Marketing Dive, January 4, 2021. https://www.marketingdive.com/news/8-trends-set-to-reshape-marketing-in-2021/592658/

Advertising’s downward slide started decades ago

When digital advertising entered the scene in the late 1990s, it was exciting and new. Plus, for the first time, advertisers could measure “clicks” aka engagement in a way they never could before with traditional offline media. Third-party cookies allowed advertisers to track users across sessions, tieing banner ad impressions and clicks to conversions.

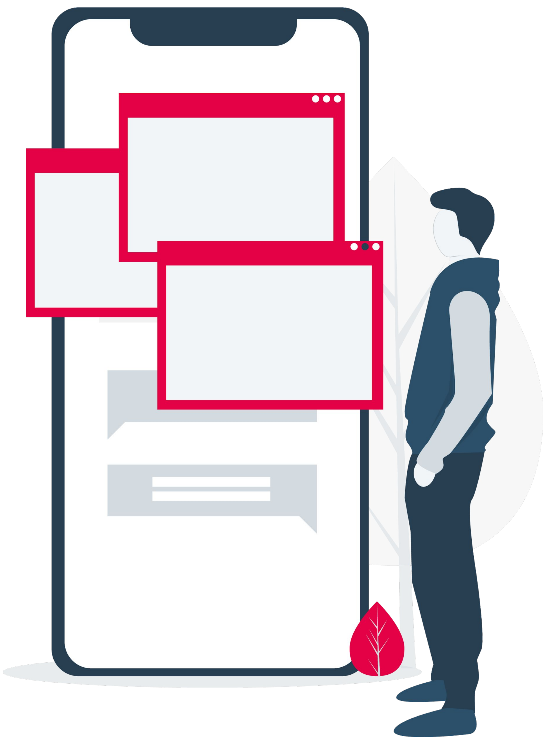
Of course, digital ad space came at a premium in those early days, so not everyone jumped on board right away. But as demand increased, digital ad space costs went down. Once digital ad space became less of a novelty and more widespread, advertisers eagerly caught that cyber wave, sending out a hurricane of banner ads to capture impressions.

Advertisers could measure “clicks” aka engagement

Cookies allowed tracking of multiple metrics

Shady advertising practices led to a decline in trust

But all was not well. Early adopters of digital marketing employed what can easily be described as "snake oil sales" tactics. Shaky banners and primitive pop-ups designed to grab attention — any attention — was the norm. Remember those annoying ads that took over your computer screen and held you captive? Ads that flashed and "jumped" on the page? Advertisers reached for the lowest common denominator, which was, "Will users see the ad?" and answered, "If it gets their eyeballs, then yes, I want it." Advertisers everywhere got on board with this tactic, despite the unpleasant customer experience with their ads.



Programmatic ad buying enters, advertiser-to-publisher connection exits

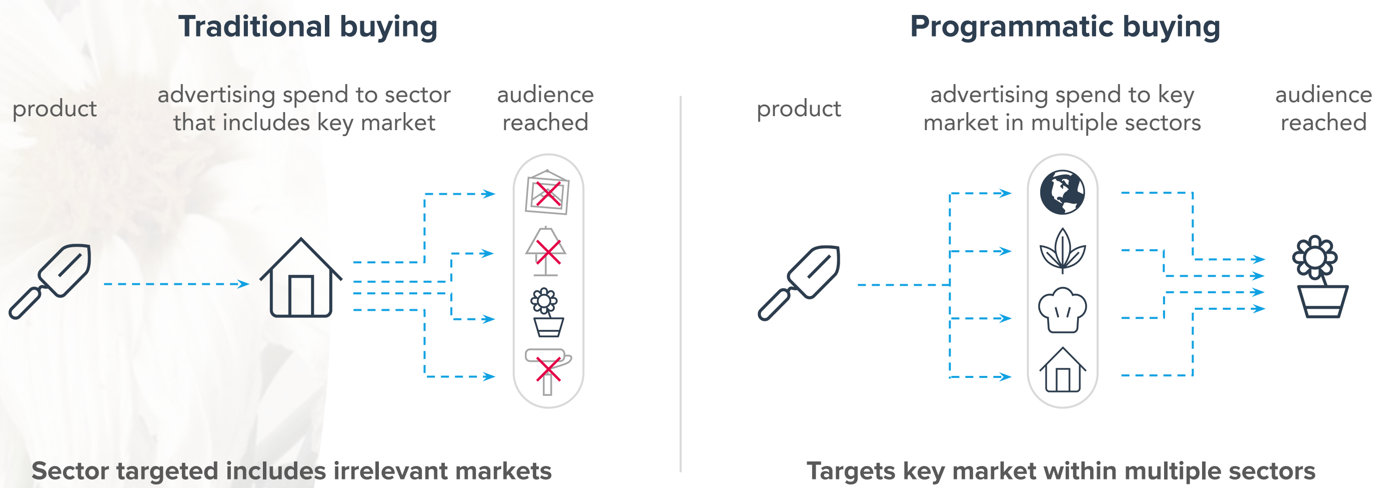
Traditionally, advertisers and agencies bought digital ads directly from publishers — "I want an ad that will reach this audience/demographic/geolocation. What spaces can I buy?" These were simpler times, in some ways.

Then in the early 2010s came the rise of third-party cookies — and with it, adtech innovation skyrocketed. Suddenly, advertisers and publishers were using a multitude of programmatic technologies, which allowed ad space buying to occur on a bidding platform, automatically and in real time. The advertiser and the publisher essentially lost their direct relationship to each other as algorithms took over ad buying and selling.

While programmatic proliferated, advertiser, publisher, and audience disconnect increased

Programmatic sophistication followed. Demand-side platforms (DSPs), supply-side platforms (SSPs), data management platforms (DMPs), retargeters, and other programmatic technologies promised advertisers an automated way to find and target the exact audiences they desired, anywhere on the internet, through behavioral targeting. Costs went down — buying programmatically was cheaper than paying top dollar for less-targeted placements on premium publishers.

Programmatic allowed advertisers to buy with more precision. For example, if you sold professional gardening equipment, instead of buying 100 million impressions from "Home and Garden," which would also include home decorators who may not have an affinity toward gardening, you could buy 100 million impressions of "Serious Horticulturists" programmatically.

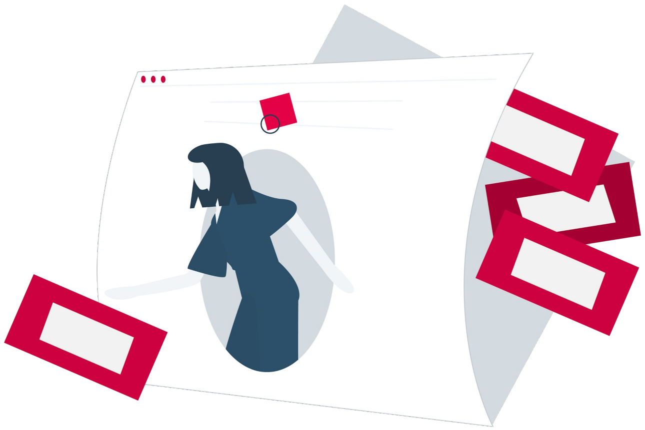


Programmatic buying lowered the barrier to entry and made digital advertising available to a larger pool of advertisers. But it also led to a commoditization of ad inventory, a downward spiral in CPMs, and to new pain: publishers now also had to pay an "adtech tax"and relinquish about one-third of their revenues to programmatic intermediaries. Meanwhile, algorithms to optimize return on ad spend (ROAS) led to further erosion on CPMs as advertisers used DSPs to squeeze more and more out of their ad dollar.

Distance wasn't the only side effect — programmatic brought new advertising intrusions

Programmatic buying allowed new types of intrusive advertising to emerge, such as the ad that chased you around the internet to get you back to a merchant's website and the item you left in the shopping cart. Blame the retargeters for that. Furthermore, because purchasing ad impressions in the open marketplace was so cheap, many retargeters didn't pay much attention to frequency capping, pummeling* their audiences with the same ad creative dozens of times each week.

All of this cost advertisers the trust of their audience while simultaneously providing a bad consumer experience. This lose-lose proposition did nothing to build long-term relationships with an advertiser's customers.



* *AdExchanger*, "Personalized retargeting is overkill," August 5, 2010.

Users just said "No" — the rise of ad blockers

As advertising struggled, consumers gained more power and control in what they see and how they make buying decisions. The rise of ad blockers in the 2010s gave users the choice to actively disengage from irritating advertisements. In 2020, one out of every four internet users had an ad blocker installed on one of their devices.* Almost everyone else had developed ad blindness — ads were there but they became just a part of the scenery.

In 2020

1 in 4

internet users had an ad blocker installed on their devices.*

* Statista Research Department, "Ad blocking penetration in the U.S. 2014-2021," Statista, January 14, 2021.https://www.statista.com/statistics/804008/ad-blocking-reach-usage-us/

Consumers take control — the rise of user-generated content

Disruption, distrust, dismay — consumers were fed up with advertising. Many users began creating their own content on YouTube, social media, and blogs where they could offer helpful information to other consumers based on their personal experiences with brands.

This new user-empowered way of communicating put first-hand information before impersonal data. These category experts and tastemakers established trust with their audience and spoke for brands in a more authentic voice. (Sound familiar? Welcome to the early incarnations of influencer partnerships.)

Influencers and user-generated content was an early indicator to the industry that when a content creator recommends a brand in their authentic voice, the audience connects with that content in a more profound way. It establishes a level of trust that brand-generated ads simply can't.

Category experts and tastemakers spoke for brands in a more authentic voice

Google, Facebook, and Apple wall in advertiser data

Google and Facebook leveraged this chaotic digital ad space in order to capture a greater share of digital advertising's most important commodity — data about consumer interests, attitudes, and browsing habits. They gobbled up media properties and introduced features that kept users glued to their websites and apps.

Big tech corralled this vital data in "walled gardens," making it accessible to advertisers only within the confines of their walled-off ecosystem. Adtech providers and publishers who weren't working within the walled gardens lost out, though they continued to employ third-party cookies to effectively track and retarget their clients outside of those confines.

Growth also gobbled by Google and Facebook

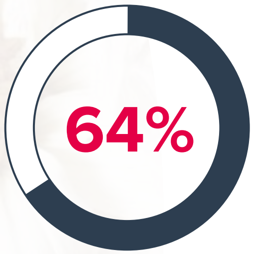
Google and Facebook in the late 2010s captured 90 percent[1] of the growth in the digital advertising industry. Fast forward to today, and Apple and Google's attempts to protect consumer privacy through third-party cookie blocking[2] has made tracking, targeting, and measuring ad success so difficult that advertisers have no choice but to rely on Google and Facebook to target their ad dollars effectively. As a result, publishers have fewer options to monetize their audience and fewer routes to meaningful growth through ad revenue.

As a result of the COVID pandemic, GroupM estimates that the triopoly of Google, Facebook, and Amazon have increased their share of the digital ad market from 80 percent — already an exorbitant concentration — to 90 percent in 2020[3]. This meant that everyone else has had to fight among themselves for whatever scraps remained. Many publishers needed to find other sources of revenue to grow.

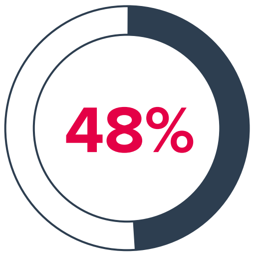
1. Adexchanger, "Digital ad market soars to $88 billion, Facebook and Google contribute 90% of growth," Adexchanger, May 10, 2018. https://www.adexchanger.com/online-advertising/digital-ad-market-soars-to-88-billion-facebook-and-google-contribute-90-of-growth/
2. Matt Moore, "Browser news: What is ITP 2.3 and Google Chrome's latest on tracking," impact.com, November 26, 2019. https://impact.com/partnerships/browser-news-what-is-itp-2-3-and-google-chromes-latest-on-tracking/
3. Keach Hagey and Suzanne Vranica, "How Covid-19 supercharged the advertising 'triopoly' of Google, Facebook and Amazon," *Wall Street Journal*, March 19, 2021.

There’s hope for marketers — even in a world without cookies

As marketers fell in love with data, the focus on building original, creative ad campaigns that fostered brand loyalty fell by the wayside.[1] However, digital marketing is now staring into its own abyss. Kantar’s 2021 media predictions reported that:



64 percent of media owners and publishers are worried about the impact of a cookieless world.



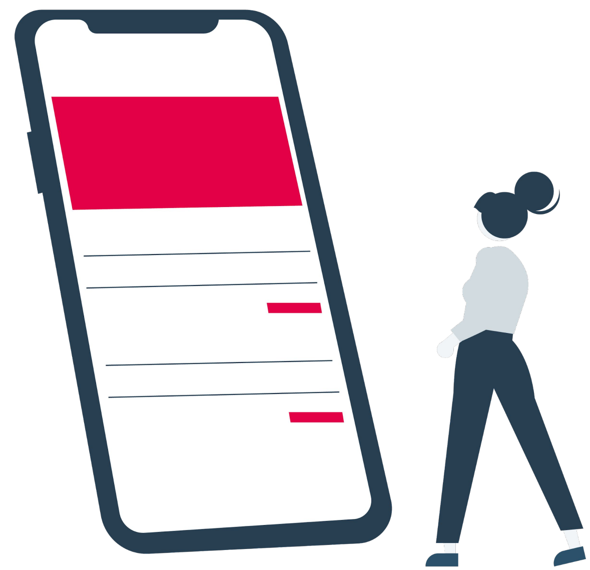
48 percent of marketers doubt they can provide key performance metrics without cookies.[2]

1. Larry Light, "Advertising as we know it is dead," Forbes, December 29, 2019. https://www.forbes.com/sites/larrylight/2020/12/29/advertising-as-we-know-it-is-dead/?sh=639282bf7162
2. Jane Ostler, "Media in 2021: Tough cookies," Kantar, December 9, 2020. https://www.kantar.com/inspiration/advertising-media/media-in-2021-tough-cookies

Yet, as the author of that Wired article* wrote nearly three decades ago, "wherever there are audiences, there will be advertisers." The challenges digital marketers face today present a new opportunity to rethink the "more is more" approach. More ads in more places is killing the art form — and consumer trust.

Today, people go online for three things — entertainment, information, and connection with others. No one opens a browser tab to be sold to or bombarded with disruptive pop-ups, banner ads, and sales pitches.

If they're curious about a product, most consumers today, especially millennials and younger generations, prefer to do their own research, vet brands for alignment with their own values, or ask trusted publishers and content creators for recommendations.



So, in this new world of self-directed consumers, what are brands to do?

* Matt Moore, "Browser news: What Is ITP 2.3 and Google Chrome's latest on tracking," impact.com, November 26, 2019. https://impact.com/partnerships/browser-news-what-is-itp-2-3-and-google-chromes-latest-on-tracking/ç

Rethink your paradigm for growth — authentic connection to consumers

While advertising dies by its own sword, consumers are more empowered than ever. If advertisers want to survive, they need to rethink their approach and dial in on creating authentic, purposeful, helpful content through the means that consumers are actually showing up for — entertainment, information, and connection with others.

There is a way to maintain and rebuild brand loyalty.

There's a workaround of crumbling cookies.

There's a fix for the broken trust . . .
a simple pivot in strategy.

And that solution is partnerships.

Partnerships are the way forward.

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CHAPTER 2

Outdated digital advertising methods require a new approach

Before we dive into the world of partnerships, let's take a look at where we are today with advertising.

There's an old business adage that it's less expensive to keep your existing customers than it is to find new ones (and research backs it up — acquisition can be five times more costly than customer retention[1]). Once online advertising became widespread in the early 2000s, digital ad space cost pennies compared to print, billboards, and product catalogs.

Jumping online and grabbing up display and banner space was the smart move back then. Most digitally native brands never even advertised offline.

As a result of all the clamoring to get online, customer acquisition costs soared[2]. That old adage once again proved true — it's much cheaper to retain customers rather than attain them.

1. Graham Charlton, "Companies more focused on acquisition than retention: stats," Econsultancy, August 30, 2013. https://marketingland.com/d2c-brands-are-driving-up-customer-acquisition-costs-and-its-time-to-course-correct-264293
2. "D2C brands are driving up customer acquisition costs — and it's time to course-correct," Marketing Land, July 25, 2019. https://marketingland.com/d2c-brands-are-driving-up-customer-acquisition-costs-and-its-time-to-course-correct-264293

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Here's the current advertising landscape

Digital saturation is driving up customer acquisition costs, and that cost is outpacing customer lifetime value (LTV)[1] Risings costs within the walled gardens of Facebook, Amazon, and Google — known as the "Big Three" — have also contributed to rising costs overall.

These industry giants have leveraged their ability to collect massive data scoops to help marketers form strategy and track returns.

Consumer backlash has resulted in privacy regulations like General Data Protection Regulation (GDPR) in the EU, California's Consumer Privacy Act[2], plus countless lawsuits on the state and federal level in the United States. Add to this Apple's crackdown on identifier for advertisers (IDFA)[3] and how mobile advertising's efficacy is under fire, too.

Marketers have begun to allocate less budget to the Big Three, with 15–20 percent moving ad spend to alternative platforms[4].

1. Taylor Peterson, "D2C brands are driving up customer acquisition costs — and it's time to course-correct," Marketing Land, July 25, 2019. https://marketingland.com/d2c-brands-are-driving-up-customer-acquisition-costs-and-its-time-to-course-correct-264293
2. Geert Somers et al., "The California Consumer Privacy Act and the GDPR: Two of a kind?," Financier Worldwide, November 2018. https://www.financierworldwide.com/the-california-consumer-privacy-act-and-the-gdpr-two-of-a-kind#.YDKXqBPYq-U
3. Seb Joseph, "As Apple preps IDFA crackdown for 'early spring', here's everything you need to know," Digiday, January 29, 2021. https://digiday.com/media/apple-idfa-crackdown/
4. Ronan Shields, "Advertisers want to de-risk their reliance on Google and Facebook," Adweek, December 13, 2019. https://www.adweek.com/performance-marketing/advertisers-want-to-de-risk-their-reliance-on-google-and-facebook/

Ads are just so annoying

On the web, intrusive display ads and slow page loads make accessing content annoying for users. Retargeting tends to make consumers feel uneasy, as the product they looked up once follows them around the web from one device to the next.

Yet few people actually click on those ads. In fact, 34 percent of those who did report that it was a mistake, and 15 percent of users accused advertisers of tricking them into clicking. A sad 7 percent of users admit to intentionally clicking on an ad[1]. Meanwhile, advertisers have become lazy, relying on an "it worked before" approach, often by replicating a successful ad with a few tweaks. Consumers can see right through this, and have changed the way they make buying decisions[2] (more about this later).

Who clicks on web ads:

34% report that it was a mistake

15% say they were tricked

7% clicked intentionally

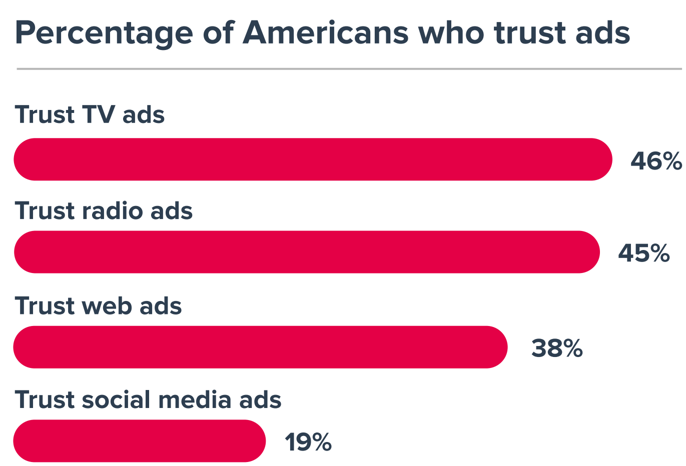
1. Mimi An, "Why people block ads (and what it means for marketers and advertisers), HubSpot, accessed March 2, 2021. https://blog.hubspot.com/marketing/why-people-block-ads-and-what-it-means-for-marketers-and-advertisers
2. Michael Glover, "Word of mouth marketing in 2021: How to create a strategy for social media buzz and skyrocket referral sales," BigCommerce, accessed February 23, 2021. https://www.bigcommerce.com/blog/word-of-mouth-marketing/#word-of-mouth-marketing-statistics

Blocking out the noise

As soon as the first ad blockers became available, users were on board. Too many annoying ads, like autoplay videos — with sound! — and heavy ad loads that slow page times caused the opposite effect from what advertisers were seeking. An estimated one in four users have an ad blocker installed on at least one of their devices. With so many would-be consumers blocking the noise entirely by installing ad blockers on their computers, it's clear that advertisers need to rethink their approach.*

Trust in ads? Not much

When it comes to trust in advertising, 46 percent of Americans say they trust TV ads and 45 percent trust radio ads. But for digital ads, the numbers are far more grim. A mere 38 percent of respondents say they trust web advertisements, and a paltry 19 percent say they consider social media ads trustworthy.*



* Nicole Perrin, "Consumer attitudes on marketing 2019: Privacy concerns mount, and ad blocking isn't going away," Insider Intelligence, August 29, 2019. https://www.emarketer.com/content/consumer-attitudes-on-marketing-2019

Advertising's in trouble . . . time for a new way forward

The advertising wheel is stuck on outdated methods that are quickly losing effectiveness and turning off consumers. Programmatic advertising, which rose to 63 percent (up from 52 percent in 2019 during the pandemic), ever lower CPMS, and chasing audience data at the detriment of establishing real human connection is the fault of advertisers.

However, the advertising dip isn't all human error. The cookie infrastructure is aflame, Apple and Google have sounded the alarm, and marketers need to suit up, shift strategies, and look at their relationships to consumers with new eyes.

CHAPTER 3

Why partnerships are the antidote to advertising's demise

Modern partnerships deliver what ads alone no longer do — trust, endorsement, and authenticity.

Business alliances and partnerships are hardly a new concept. Since the dawn of time, humans had to stick together in order to survive. As we evolved from hunter gatherers into agrarian communities, we began to barter, to exchange goods and services.

Trust was the uncompromisable basis for these barter relationships to work.

Today, we have globally accepted currencies that allow us to purchase goods and services without personally knowing the vendor. Add in digital advertising supplied by platforms like Google, Amazon, Facebook, social media channels, and web pages, plus the rise of "robots" for data tracking and ad purchasing, and we've nearly forgotten about the humans we're selling to.

Luckily for us, we don't have to reinvent the wheel, but rather jump back to square one: **teaming up with other humans.**

Trust drives revenue

Intuitively, the partnership concept makes complete sense. Work smarter not harder by working together, right? But do partnerships actually pay? What's the ROI on partnerships? Can a partnership channel actually produce meaningful revenue?

The short answer is *yes.* But it requires a strategic approach and a willingness to play the long game. Brands that have actively engaged in building mature partnership programs have seen their overall revenue grow by 28 percent — and it happened twice as fast*. These same companies reported that their partnership channel gave them a competitive advantage, and 76 percent said that partnerships were key to delivering on their revenue goals.

These same companies have successfully used their partnership channel to boost brand awareness as well as actual sales. When investing in influencer partners, for example, companies aren't always going to see an immediate increase in revenue, but they will give people time to get acquainted with your brand — through your new partner. They're more likely to convert into paying customers down the line. For these brands, **both customer acquisition and retention are on the rise, powered by partnerships.**

* Invest in partnerships to drive growth and competitive advantage, Forrester study, commissioned by impact.com, May 2019. https://go.impact.com/rs/280-XQP-994/images/PDFdownload-PC-AW-InvestinPartnerships.pdf

It's telling that, as Wolfgang Digital reported in 2019, the average retailer generated about 20 percent of its revenue from paid search, yet partnerships were proving to be even more lucrative. Lenovo, for example, drives 25 percent of its revenue through the partnership channel.[1] When the market runs off track, like it did during the COVID-19 pandemic, retailers looked to the partnership channel to provide accountability and attributability, zeroing in on an ROI safe haven.

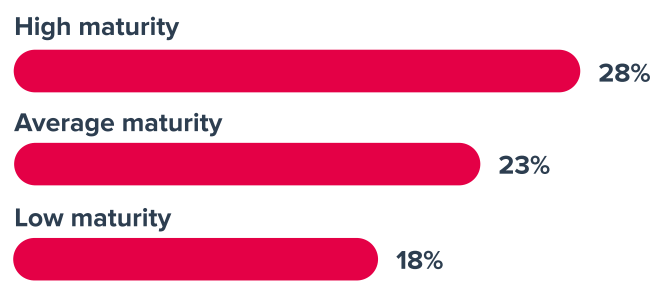
For companies that have fully invested in the partnership channel, that safe haven comes in at 314 percent ROI with a payback window that takes less than six months.[2]

With such impressive numbers, it's hard to imagine not building a partnership channel.

While high-maturity partnership programs experience the largest growth, even low-maturity programs see positive results. The key is partnership automation.

Percentage of overall company revenue contributed by the partnership channel:

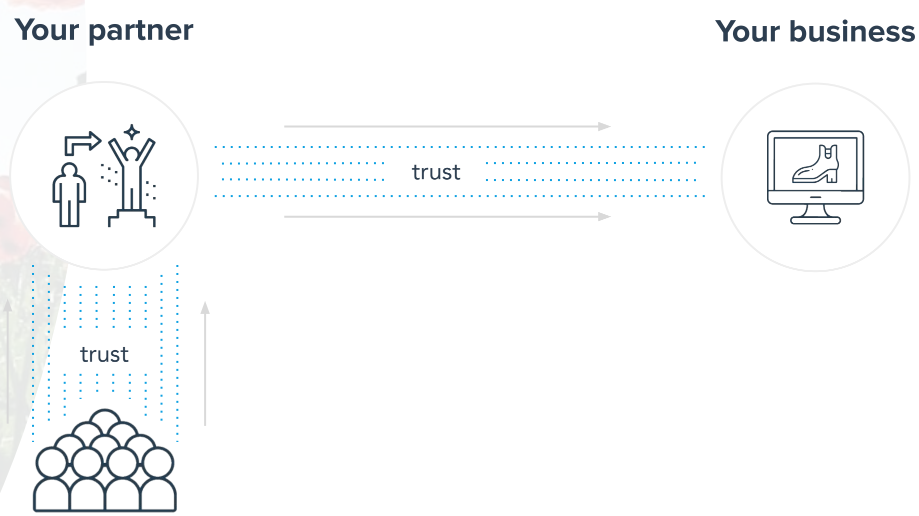
Annual growth difference of $162M for the average company surveyed



1. https://impact.com/partnerships/how-partnership-automation-supercharges-roi-to-314/
2. https://go.impact.com/PDF-PC-CN-TEI-of-Impact-Partnership-Cloud.html?_ga=2.149194614.1746984349.1616422107-30880300.1583962570

What does it mean to partner?

Think about partnerships as if you're getting personal instruction in a new hobby from a friend. For example, when the COVID-19 pandemic hit, baking became a popular activity, and maybe you put on an apron too. Fortunately for you, your friend in apartment 4B had been baking for years, and he offered to give you personalized pointers. You ended up with a curated experience. Why? Because you trusted your neighbor to steer you right — he partnered with you to make sure your sourdough came out sublime.



Here's another way to think about how partnerships can help your brand: You attend a Sunday afternoon cookout with a former colleague who knows your work ethic and effectiveness . . . who then introduces you to her uncle . . . who owns a Fortune 500 company that's looking to hire — which happens to be you. Nice work. You just zipped past human resources and cold pitching your resume. You were always qualified for the job, but the personal introduction helped you stand out from the faceless application pile.

When brands form partnerships with other brands or individuals with expertise, i.e., a dedicated audience, they're able to speak to that audience through their partnership. **Because of who they know and the trust that is endemic to their relationships, partners can smooth the way to connection.**

Partnerships leverage what advertising has lost — trust and creativity

Modern partnerships work on trust and build brand loyalty through familiarity, integrity, and original creativity — almost everything that's been lost in advertising. These partnerships might be brand-to-brand (B2B) alliances, like Spotify and Ticketmaster, which work together to provide a seamless fan experience so users go from listening to their favorite band to finding tickets to a live show.

- A modern partnership may involve working with social media influencers, who are some of the strongest players when it comes to building trust with followers.Influencers tend to promote only brands they know and love, and add their own perspective and creative ideas to promotions.
- A partnership may involve a diverse range of affiliates, each with their own dedicated audience curious to learn more about a product they use and trust.

Authentic connection and trust has never been more front and center than now in fostering a worthwhile consumer-to-brand relationship.

Partnerships hold tremendous power. A good partner can:

Introduce you to their established audience

Refer new customers to you

Vouch for your credibility

Build trust in you by sharing their trust in you

Create an authentic narrative that drives word-of-mouth purchases

Consumers are telling us what they want: brands with integrity vetted by trusted sources. Partnerships are trust vaults. Well-aligned partners hold the keys to new audiences, and have the ability to propel us to a future-proofed marketing paradigm.

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CHAPTER 4

Choose from a wide array of partnership types

The modern partnership landscape is diverse and innovative. Affiliate partners, which often come to mind when marketers think about partnerships, are just one potential variable in the equation. Many brands choose to work with a number of different types of partners to maximize their reach and revenue streams. Research backs up this approach — partnership programs with a wide array of partner types are the most mature.

Let's look at a few common partnership types that have proven successful: B2B partnerships, content commerce, mobile, and influencers.

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Common goals mean greater gains in B2B partnerships

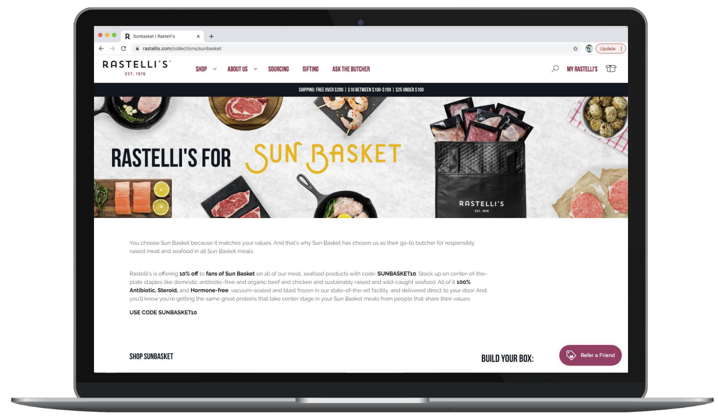
B2B partnerships can help each other build their brands by cross-promoting and working together on marketing campaigns and strategies. Brands can co-market by promoting a partner alongside their own product.

For example, a direct-to-consumer (DTC) meal kit might include a promotion for a DTC wine company in a customer's package. B2B partnerships may also engage in a cobranding campaign and market their products together. Technical integrations are another effective way businesses can endorse each other and grow their own revenue.

B2B PARTNERSHIPS CASE STUDY

How the Rastelli’s and Sun Basket partnership produced tremendous growth — during a severe economic downturn.

When COVID-19 hit the United States in early 2020, consumers across the country changed their buying habits practically overnight. Lockdowns shifted grocery shopping to online and delivery, and those who ventured out to supermarkets often found empty shelves in the meat department.



Rastelli’s and Sun Basket had an existing partnership, but demand for home delivery rose as customers settled in for the potentially long haul. The two brands saw an opportunity to reconfigure their relationship and solve a big problem for American families. Sun Basket produced brilliant email campaigns that directed customers to Rastelli’s for their meat and protein needs that fell outside of what Sun Basket typically supplied. Sun Basket earned a commission for those referrals, and Rastelli’s saw 505 percent quarter-over-quarter (QoQ) revenue growth from the combined partnership.*

* "Rastelli's harnesses partnership automation for a meaty 505% revenue growth," impact.com, accessed February 25, 2021. https://go.impact.com/rs/280-XQP-994/images/CSdownload-PC-EV-Rastellis.pdf

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Informative content boosts trust through content commerce partnerships

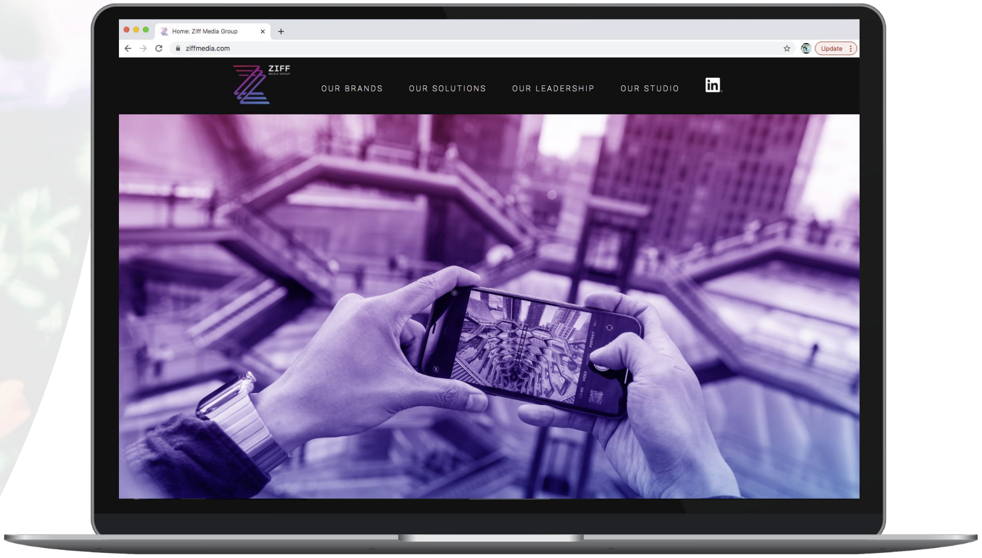
Brands can partner with content publishers, like magazines, podcasts, or other audiovisual producers, to create editorial content about the brand that appears native to the producer's platform. Content commerce may take the form of a how-to article, a holiday gift guide, or a review article.

Content partnerships can be a powerful, authentic way to connect with consumers.

CONTENT COMMERCE CASE STUDY

Ziff Media Group generated $200M+ in sales for its merchant partners

Ziff Media Group (ZMG) works with a wide range of merchant partners, both large and small, to generate significant sales through engaging content that high-intent audiences love. ZMG has seen a single link in an article generate $100M in sales for a merchant partner, and today, content commerce is responsible for $200 million in sales for its partners.* More than 100 million monthly readers engage with ZMG's portfolio of top digital entities in tech, culture, and shopping. ZMG's inspired and influential storytelling helps optimize reach and build deep, continuing trust with readers.



* https://go.impact.com/CS-PC-EV-Ziff-Davis-TYP.html?_ga=2.175397026.1256169533.1615307116-183925258.1599769708

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Drive installs and reach with mobile partners

Brands working primarily on mobile devices focus on app installs, in-app actions, and mobile web conversions. Partnering with a mobile-focused brand can expand a company's reach and tap into an audience that may not otherwise find your brand, at least not as easily.

Today, the number of mobile users is currently at more than 3 billion[1]. Seventy-three percent of users report that they use their mobile phone more than any other electronic device[2] — and usage is growing: in the United States, adults currently spend 276 minutes (4.6 hours!) per day on mobile. Maybe it's time to find a mobile partner and reach consumers where they are?

1. https://www.statista.com/statistics/330695/number-of-smartphone-users-worldwide/
2. https://www.marketingdive.com/ex/mobilemarketer/cms/news/research/7473.html
3. https://www.bcg.com/en-us/publications/2017/marketing-sales-digital-go-to-market-transformation-mobile-marketing-new-b2b-buyer
4. https://forecasts-na2.emarketer.com/584b26021403070290f93a96/5851918b0626310a2c186b39

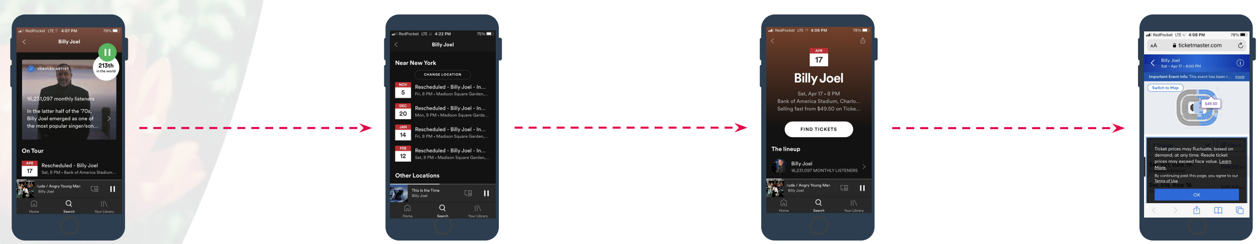
MOBILE PARTNERSHIP CASE STUDY

Ticketmaster leverages its mobile app partners to increase ticket sales by 32% YoY

Ticketmaster has long been a heavyweight in the event ticket sales industry. When apps like Spotify emerged, it saw an opportunity to reach fans exactly where they hang out. Today, 70 percent of Ticketmaster's affiliate traffic comes from mobile devices. It's created native integrations that make it easy for users on the popular Spotify music app to purchase tickets directly from that app.

These native integrations drive a 20 percent higher conversion rate than the previous setup, where users had to click through to the Ticketmaster web page to complete a purchase.

Spotify earns a commission for the customer referral, Ticketmaster sells more shows, and the user gets a smooth, gratifying buying experience.



While enjoying classic Billy Joel tunes on Spotify | the user sees that there's an upcoming tour! | The "find tickets" button on Spotify takes her to | the Ticketmaster site where the transaction is completed.

* https://go.impact.com/CS-PM-EV-Ticketmaster-TYP.html?_ga=2.44749860.1279982772.1615475794-30880300.1583962570

impact.com

Influencers lend credibility to their brand partners

As print advertising has waned over the past few years, influencer partnerships have risen.[1] Brands have increased their influencer spend, which is expected to reach $15 billion by 2022.[2]

Influencers can share a brand's messaging, content, and products with their audiences. This is akin to old school word-of-mouth marketing, where an individual shares stories and experiences they have with a brand they trust and like — but now it is on their social networks rather than in person. From this experience, the brand gains new leads, customers, and audience trust.

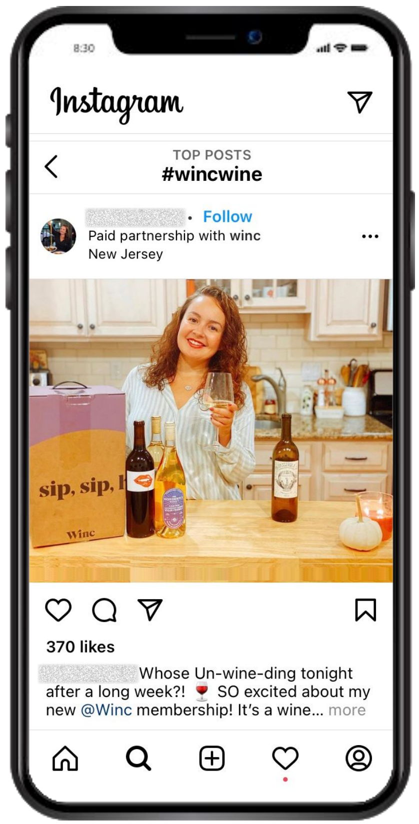
1. "100 influencer marketing statistics for 2021," Influencer Marketing Hub, accessed February 26, 2021. https://influencermarketinghub.com/influencer-marketing-statistics/
2. "Influencer Marketing: Social media influencer market stats and research for 2021," Insider, January 6, 2021. https://www.businessinsider.com/influencer-marketing-report

INFLUENCER CASE STUDY

Winc grew its customer base by 15% through its influencer partnerships alone

The wine subscription company Winc entered the direct-to-consumer wine market in 2012 as the first to offer customers personalized selections based on their preferred tastes. The model worked tremendously well, and revenue grew 600 percent YoY[1].

Winc saw the opportunity in influencer partnerships early on, and, within just two years of launching its partnership program, its customer acquisition numbers rose by 15 percent[2] through that channel alone. In turn, influencers who posted about their experience with Winc and shared photos of the delicious wines they'd received earned a commission for sending new customers to Winc.



1. Daniel J. Murphy, "How Winc became one of the fastest growing wineries in the world," Privy, May 12, 2020. https://www.privy.com/blog/winc
2. Cristy Garcia, "From big zin to subtle soave, variety drives Winc's popularity (and partnerships)," impact.com, November 19, 2020. https://impact.com/partnerships/from-big-zin-to-subtle-soave-variety-drives-wincs-popularity-and-partnerships-watch-now/

Partnership benefits include growth, trust, reach, and credibility

Common goals mean greater gains in **B2B partnerships**

Informative content boosts trust with **content partnerships**

Mobile partners drive installs and reach

Influencers lend credibility to their brand partners

Looking for ideas on how to scale your partnership dreams? Want to find out about other types of partnerships and how they work? Check out impact.com's ebook, What's the channel hotter than paid search?*

* https://go.impact.com/PDF-PC-AW-Whats-the-Channel-Hotter-Than-Paid-Search-typ.html?_ga=2.246143108.1279982772.1615475794-30880300.1583962570

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CHAPTER 5

5 tips on how to partner like a pro

Forming partnerships that benefit both your brand and partner can be challenging. You need to consider numerous variables, such as “what types of partners will help me achieve my goals” or “how do I find partners”? Here are five tips to help get you started on growing your business, ensuring return on investment, and building strong, lasting relationships with your partners.

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1 Find partners based on audiences and objectives

Finding the right partner is crucial to setting up a successful engagement strategy. Here are a few things to consider when discovering potential partners:

- What audience(s) does your brand want to attract?
- What's your end goal?
- Are you looking for impressions, conversions, brand awareness, or revenue growth?
- Does your potential partner share these same goals?
- What company or person complements your brand and can help you reach new audiences?
- Where does this ideal partner hang out?

2 Clearly communicate your goals

Once you've found a potential partner, it's important that everyone be on the same page about what the goals are and any relevant parameters that need to be addressed. Talk often, and make sure you're communicating about shifting strategy, creative, content, tech integrations, and the like. Open, frequent communication is key to succeeding.

3 Track everything

Data rules, and effective tracking will make it clear where your partnership is performing well and where it can use some restructuring. Tracking the entire customer conversion path makes it easy to award payments to partners where they've contributed to the partnership's success.

4 Build trust with your partners

Partnerships thrive on integrity. When you build trust with your partners, both their audience and yours will be more apt to believe in — and trust — your brands. This may look different for each type of partnership, but it is a key part of the relationship equation.

5 Optimize your partnerships through automation

By automating your processes, you can easily glean insights into your partnership's performance and drill down on where things can be improved.

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CHAPTER 6

Give your revenue growth new life with partnerships

Whether you agree that advertising is dead or not, partnerships can't be ignored as a natural way to bring renewed life to your brand.

You've looked at a number of ways that advertising simply isn't working — and in some cases, how it's working against you. Consumers no longer trust ads, and they're actively blinding themselves to ad exposure. Tracking technologies are changing faster than digital marketers can click "go" on a programmatic ad buy. The ad noise has deafened users, turning them into cynical consumers wary of messaging that may be the slightest bit disingenuous.

Time is running out on the old ways, but partnership possibilities are plentiful

Partnerships allow brands to expand their reach and grow revenue by anchoring their messaging in trust-based arrangements that reflect well for consumers. Dare we say that partnerships make the world a better place overall?

Working together to build integrity with audiences helps keep brands honest, and it also increases revenue. Collaborating with brands that have expertise where another may lack it, and vice versa, can only make each entity's foundation stronger.

Partnerships bypass chasing conversions around the web, and instead, pave a sure path to customer acquisition, conversion, and ultimately, your ability to grow in the new world where trust is paramount.

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About impact.com

impact.com is the leading global partnership management platform and has been transforming the way enterprises manage and optimize all types of partnerships — including affiliates, influencers, commerce content publishers, B2B, and more — since its founding in 2008.

Through its integrated end-to-end solution, impact.com accelerates business growth by automating the full partnership life cycle, including discovery, recruitment, contracting, engagement, fraud protection, optimization, and payment processing.

To learn more about how impact.com's technology platform and partnerships marketplace is driving revenue growth for global enterprise brands such as Walmart, Uber, Shopify, Lenovo, L'Oreal, Fanatics, Levi's and 1-800-Flowers, visit www.impact.com.

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