



# Brand Partnership Quarterly Insights

Q1 2024



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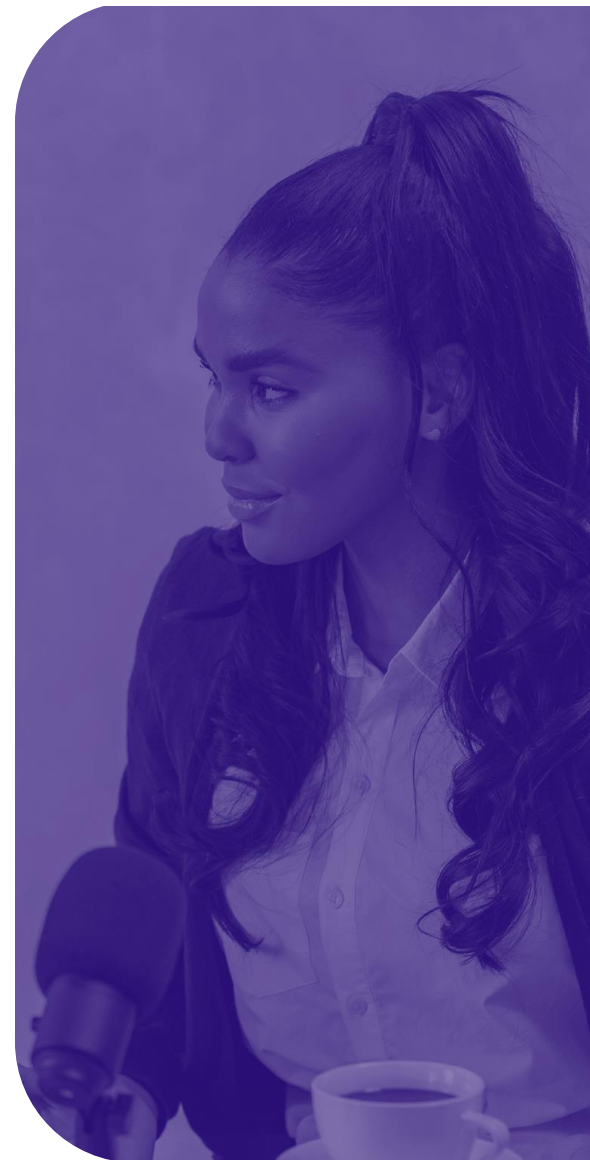
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# About this Report



By **Nicole Bradbury**  
Brand Partnerships Consultant

## Who creates this report?

This report is created by Awin's UK Brand Partnerships team consisting of Nicole Bradbury (Brand Partnerships Consultant) and Lee Metters (Brand Partnerships Client Partner) with support from Alfie Staples (Senior Global Insights Manager).

## What to expect?

Our quarterly insights deck aims to bring you the latest updates and opportunities from over **100 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 on who you might want to partner with.

If you would like to discuss your brand partnership strategy, then please get in touch with your Awin account team or our Brand Partnership team ([uk-brandpartnerships@awin.com](mailto:uk-brandpartnerships@awin.com)).

## Brand Partnerships the Awin way.

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

Awin can 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 2023 Review.



**£22m**  
In advertiser revenue



**408k**  
In advertiser sales



**£2.9m**  
In advertiser ad-spend



**113**  
Sale active brand partners



**1,900**  
Total brand partnerships

# What to expect from brand partnerships in 2024.

Brand partnerships within the UK continue to **scale at a rapid pace**. Here we take a look at the first part of our emerging trends for 2024.

by **Nicole Bradbury**  
Brand Partnerships Consultant

## 01 The evolution of Gift with Purchase

Gift with Purchase has been one of the cornerstones of our brand partnership success. By offering customers a complimentary advertiser reward at checkout, brand partners can drive inbound revenue through referral-based commission payments. Despite the growing popularity of hosting Gift With Purchase, we expect to see a rapid rise in evolution with advertising placements becoming more in-tune with the customers basket content.

**GWP 1.0** – Where we are right now is the first iteration of Gift with Purchase. Typically, all customers will see the same selection of gift offers regardless of their purchase behaviour or basket contents.

**GWP 2.0** – The first evolution of Gift with Purchase, which should come to mass-market in the next few months, will see brand partners providing relevant rewards to their customers based on their shopping behaviour. We facilitated a campaign last year where Currys rewarded customers who purchased a white good product with a Gousto food box. Providing customers with a reward relevant to their basket content should only further strengthen the partnership potential.

**GWP 3.0** – It wouldn't be a trend suggestion if we didn't mention AI! The ultimate evolution of gift with purchase will see AI technology dynamically populating reward placements based on the customers buying behaviour. This could include a spend threshold to unlock advanced reward options.

We think you'll agree, the future is certainly exciting for Gift with Purchase opportunities!

## 02 Driving value beyond inbound revenue

Sticking with Gift with Purchase, we also wanted to highlight the ancillary benefit that providing your customers with a reward at checkout can generate. We're fortunate to have facilitated hundreds of campaigns in the last couple of years, and with that, we can start to analyse different data sets to piece together different stories and opportunities.

One thing that stood out for the brand partners hosting gift with purchase is the value that they drove beyond inbound revenue. Here is a snapshot of some of the trends that we're seeing:

- **Redemption frequency** – 2% of customers that pass through your checkout will redeem a partner offer with an average £8 CPA generated per customer referral. The commission generated counts towards your inbound revenue generation.
- **Basket completion** – brand partners who host a reward offer at their checkout **increase basket completion by up to 10%**. If you consider the volume of your own checkout, a 10% increase in conversion can drive some substantial incremental revenue.
- **Increased AOV** – lastly, customers who redeem a partner offer will typically **spend +5% more per purchase**. Again, this drives additional incremental revenue.

We believe these ancillary benefits will help more brands sign-off the launch of their own Gift with Purchase.





# Awin Expertise Retail Media

Elevate your **retail media** strategy



# Elevate your retail media strategy through the performance channel

Retail Media 

Retail media has undergone significant evolution since Amazon pioneered its retail media network in 2012. Over the years, a diverse array of retailers, spanning from Walmart and Tesco to Boots and Instacart, have established their own retail media networks. This has fueled substantial growth, with projections from eMarketer's Insider Intelligence indicating that global retail media ad spending will surge to €153bn by 2027.

## What is retail media?

At Awin, we define retail media as an advertisement strategically placed on a retailer's ecommerce site to positively influence customers precisely at the point of sale. This form of advertising empowers brands to enhance their visibility within the online shopping environment.

Traditionally, retail media placements were acquired by advertisers already selling products on the retailer's ecommerce platform. These placements served various purposes, from driving awareness and consideration to, notably, boosting the sales of their products on the retailer's site. An approach commonly known as endemic retail media.

More recently, a trend has emerged in non-endemic retail media, where advertising placements are secured by advertisers seeking to target specific consumer segments. In this context, retail media placements are bought by advertisers in the exact same way as they would with other paid-media outlets. According to research from Merkle, 63% of retailers have non-endemic advertisers actively leveraging their retail media networks (RMN).

## Retail media challenges

Despite the continued growth of retail media, it isn't without its challenges. The lack of standardisation in measurement and the walled garden environments of RMNs, pose obstacles for advertisers looking to increase their ad spend. According to a report by Epsilon, 42% of advertisers worldwide do not plan to change their retail media ad spend through 2026. The hesitation is largely attributed to the difficulties associated with measuring performance consistently across various RMNs.

Here is where the performance channel can play a crucial role in supporting retail media challenges. The performance marketing

Lee Metters  
Brand Partnerships Client partner



industry is founded on the foundations of robust and transparent tracking, providing advertisers and partners with real-time reporting insights. As a pioneer in supporting non-endemic retail media, Awin is well-positioned to contribute to accelerating the growth of retail media.

Given the expansive nature of the retail media landscape, advertisers face the challenge of selecting the right RMNs to align with their objectives. Awin has developed a carefully curated discovery matrix that offers key information about each RMN and the opportunities they provide. This resource aids advertisers in making informed decisions about which RMNs to partner with.

Despite the rapid growth and increased competition in retail media, it is not too late for advertisers to enter the space. Many RMNs are still in their test-and-learn phase, providing advertisers with opportunities to experiment and optimise their strategies. Smaller RMNs, in particular, offer a chance for advertisers to test without significant risks, as they often have a smaller customer base. This

# Elevate your retail media strategy through the performance channel

Retail Media 

approach not only allows for test-and-learn opportunities but also enables advertisers to target niche and potentially more engaged shopping audiences.

While larger players like Amazon dominate the market, smaller RMNs offer unique advantages for advertisers seeking tailored and strategic opportunities in the evolving retail media landscape.

## How can Awin support my retail media journey?

Awin is uniquely positioned to support both retailers in creating their retail media networks (RMNs) and advertisers seeking promotion. Here's how Awin can assist you on your retail media journey:

### Access to Industry-Leading Marketplace

Awin operates an industry-leading marketplace with thousands of global campaigns across various sectors. This extensive network allows retailers to connect with advertisers, fostering partnerships and collaborations. With Awin, you gain access to a diverse range of campaigns that can be tailored to your specific needs.

### Discovery, Tracking, and Rewarding

Awin provides tools and capabilities to help you discover, track, and reward partnership efforts at scale. The platform's robust tracking and reporting features enable RMNs and advertisers to gain insights into the performance of their campaigns, facilitating data-driven decision-making.

### Specialist Solution Providers

Awin has established partnerships with specialist solution providers offering plug-and-play technology solutions. These solutions are designed to support the launch of your own RMN, whether it's focused on endemic retail media with on-site search or shoppable content, or non-endemic retail media featuring checkout marketing and customer rewards.

### Global Reach

Awin's global presence ensures that your retail media efforts can extend beyond borders. The platform facilitates campaigns and collaborations on an international scale, allowing retailers and advertisers to tap into diverse markets and audiences.

Lee Metters  
Brand Partnerships Client partner



### Dedicated Support

For more information and personalised support, Awin offers a dedicated contact point. You can reach out to our specialist retail media teams to discuss your specific needs, explore partnership opportunities, and receive assistance tailored to your retail media journey.

Whether you're looking to create your own retail media network or promote your products through retail media, Awin provides the tools and support needed to navigate the evolving landscape of digital advertising.







# Brand Partnership Inspiration

Supercharge your **customer loyalty** programme





# The **value** of offering a **loyalty programme** to your **consumers**

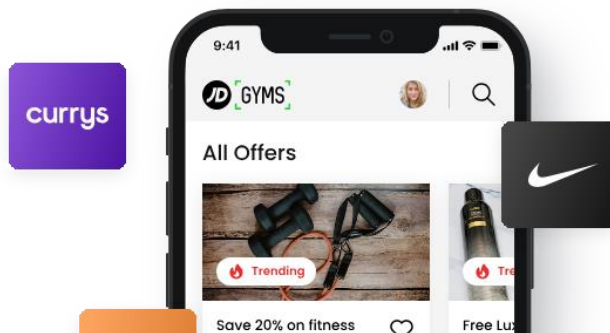
Customer Loyalty 

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

Customer loyalty is more valuable than ever for retailers, yet exceedingly more difficult to earn and maintain in what is becoming an ever increasingly crowded marketplace of online advertisers. What if brands could better incentivise their best customers and rapidly drive-up revenue through a specialised loyalty and rewards solution? Awin's Brand Partnerships consultant Nicole Bradbury speaks with Mark Camp, CEO & Founder at Propello Cloud who have successfully supported several brands to solidify their loyalty propositions.

## Who are Propello?

Propello is a leading reward & loyalty tech platform - specialising in helping enterprise clients grow through enhancing their value proposition, part of which is delivered via hyper relevant reciprocal brand partnerships.



Mark Camp  
CEO & Founder  
**propello**



Nicole Bradbury  
Brand Partnerships Consultant  
**AWIN**



Our no code solution seamlessly integrates into any CRM or ecommerce platform to drive engagement through each stage of the customer lifecycle, the result being more customers, who stay around for longer and are on average 5x more valuable.

We work with brands such as JD Sports Gyms, HelloFresh, Graze, Beer52, British Business Bank and Lebara Mobile - so where clients have a subscription-based business model our solution is particularly strong, but equally we are seeing fantastic results with clients in the ecom space where there is a membership component.

## What are the benefits of a brand hosting a reward platform?

Before we get into the benefits, it's important to contextualise that first and foremost, your customers choose your brand because of the value proposition you already deliver. Our role in building a reward or loyalty proposition is to build on that existing value proposition, which comes from a combination of highlighting the intrinsic benefits you already give to clients, and crucially recruiting the right, hyper

relevant brand partnerships to complement your brand.

Done right, the benefits are huge, and not just from a retention or acquisition perspective. "Paid for loyalty" propositions are a huge growth area for us where we're seeing 8 figure (£10M+) revenue streams being generated from a standing start directly from the advent of the programme.

On top of that the more indirect benefits we see would include:

- ➊ New customer spending 75% higher after introduction of Propello
- ➋ Propello users were on average over 500% more valuable than nonusers
- ➌ NPS score is 35-52% higher than nonusers
- ➍ Customers are 9x more likely to make referrals than nonusers
- ➎ 84% they would likely remain a customer just to use the rewards and 3x as likely to remain a customer

# The **value** of offering a **loyalty programme** to your **consumers**

Customer Loyalty 

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

## Is there a different in the value of customers who interact with rewards vs. those that don't?

Yes, absolutely. Building on the stats mentioned above, we've done a lot of work analysing customer LTV pre and post implementation of a reward programme, and also between those who engage post launch and those who don't. On average we see customers are 5x more valuable, but we have seen 10x more valuable, especially where average customer value and purchase frequency is high.

## What role does gamification play in incentivising customer loyalty?

Gamification is absolutely critical in driving the engagement that incentivises customer loyalty. A "loyalty programme" can't truly be considered a loyalty programme without clear games, or conditions, designed to help customers reach the desirable commercial milestones or objectives we set. At Propello we have invested heavily in multiple different game types and features, such as tiers, points, unlocks, challenges, stamp cards, time-based games, scratch cards and spin to win.

Mark Camp  
CEO & Founder  





Each game type has different applications and objectives, and by implementing these various different reward systems we can motivate customers to participate in ongoing activities to ensure they remain committed to the brand.

In the context of brand partnerships, the value from closely aligned partnerships can be used as leverage via gamification to motivate customer actions. This is not only hugely valuable for our clients but given that the cost is supplemented by the partner, it's a very efficient way of rewarding customers.

## Why should a brand utilise specialist tech like Propello vs. in-house built loyalty platforms?

The three biggest components of why our clients choose Propello, even when they have already had in-house propositions come down to 3 factors: cost, risk and time - all of which are completely interlinked.

To develop proprietary in-house tech that does a good enough job at mid-market and enterprise level is hugely expensive - and it's also a massive distraction. The in-house

Nicole Bradbury  
Brand Partnerships Consultant  




costs involved would typically exceed 6 figures just to get to launch, and then post launch will require 5 figure monthly upkeep just to be effective. In comparison, using a specialist like Propello requires no upfront investment and you only pay for adoption-based success. This leads on nicely to our next point, risk.

This hefty pre and post launch investment with an in-house team that typically doesn't have the right level of experience in the space, is a massive risk for any business. Specialist loyalty vendors are professionals living the job day in day out, meaning they can provide high levels of expertise, advanced technologies, and best practices that massively diminish the risks involved.

The third factor is time. We see in-house propositions stalling or taking too long to bring to market, often because of cost or risk, and the cost of inaction or the delay is often much greater than the cost of taking the initial risk. In comparison, using a specialist vendor will get you to market sometimes in as little as a few days with a very advanced programme.



# Brand Partnership Opportunities

Find your next brand partnership





# Brand Partner of the quarter.

Introducing our Brand Partner of the quarter, **Currys**.

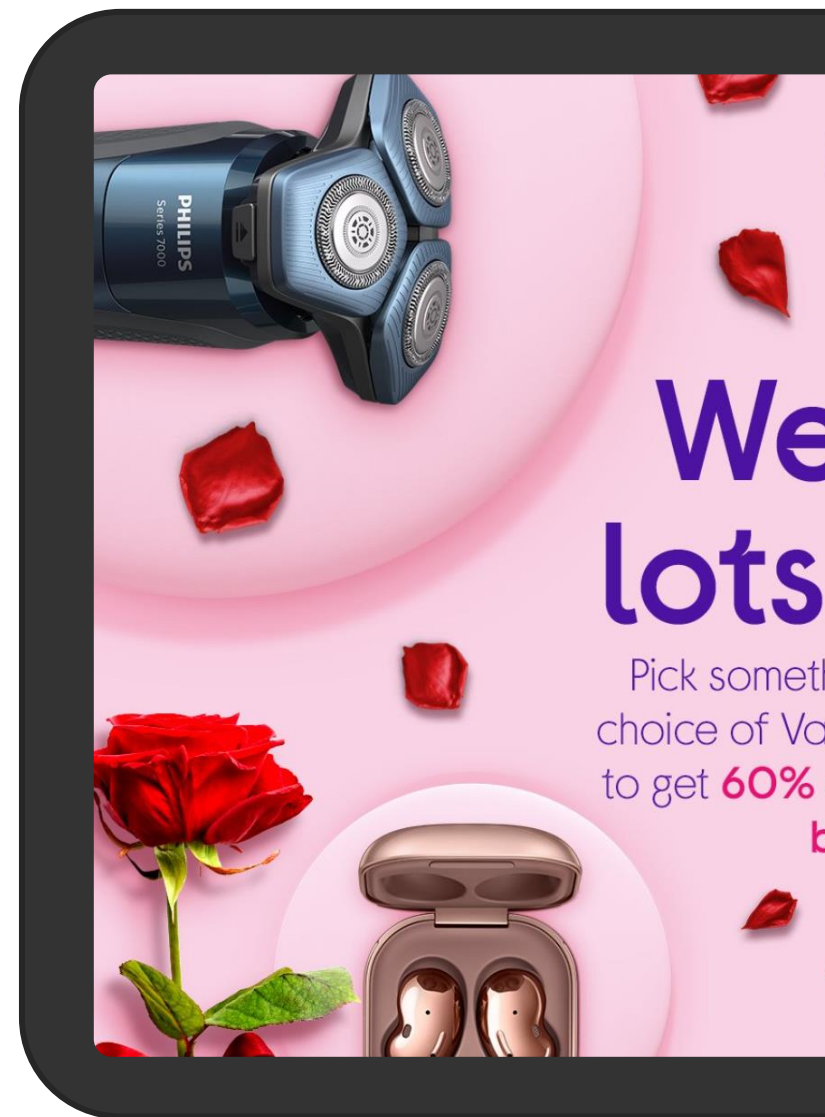


**Currys** is one of the largest electrical retailers in the UK. Their creative brand partnership collaborations allow partners to target cohorts within their customer base.

Advertisers can feature a **Gift with Purchase** (GWP) reward offer after successful Currys purchases, powered by BrandSwap, one of our Awin preferred solution providers. Alternatively, advertisers can also submit an offer for their **Currys Perks reward programme**.

**For more information:** For gift with purchase opportunities please contact [BrandSwap](#). For all other opportunities please contact our [Brand Partnerships team](#).

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





# 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.



## Wild

### Opportunity:

Wild are a sustainable natural deodorant brand delivering products straight to the customers door.

Partner with them as they offer customers a gift at their checkout via Tyviso, an Awin solution provider.

### Contact:

Name: Flora Jetha  
Email: flora@wearewild.com

ID: 1243641



## FotMob

### Opportunity:

FotMob is the essential app for matchdays, with live scores, fixtures, tables and match stats.

Partner with them as they offer in-app display banners to reach millions of engaged football fans worldwide.

### Contact:

Name: Mike Backler  
Email: mike@fotmob.com

ID: 1414885



## Zoom Media

### Opportunity:

Zoom Media are an enablement partner connected with some of the UK largest gym brands.

Partner with them to target fitness customers at The Gym Group, PureGym, Bannatyne and more.

### Contact:

Name: Mathew Aresti  
Email: mathewaresti@zoommedia.com

ID: 872721

# Partnership highlight of the quarter.

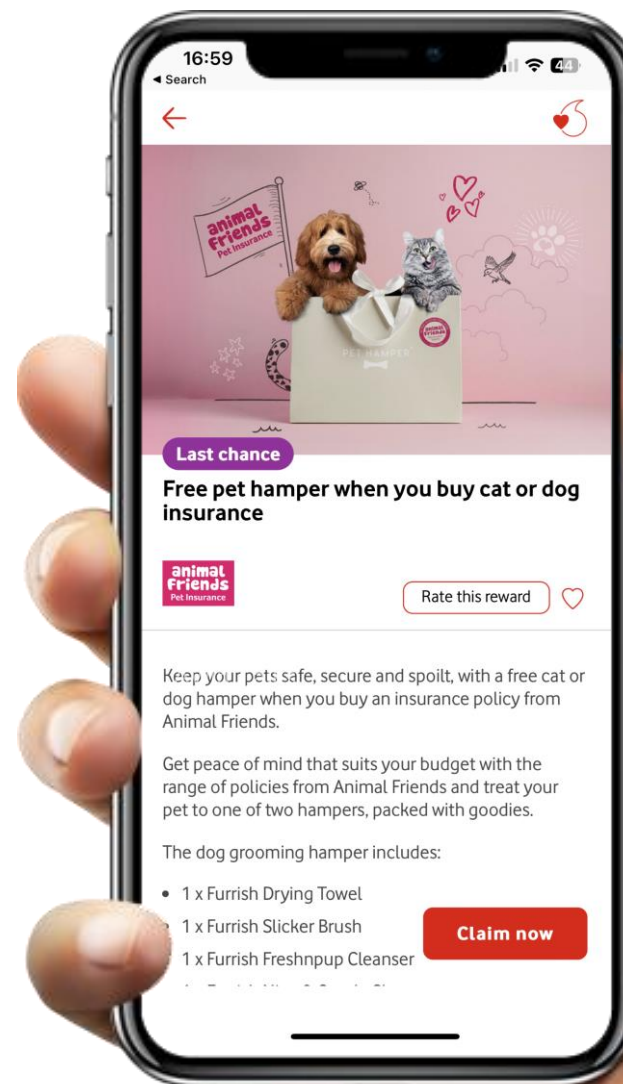
Here's the partnership that **grabbed our attention** this quarter!



Awin's Brand Partnership team are **loving** Animal friend's campaign on **Vodafone VeryMe Rewards** where instead of discounting their own product, they have invested relevant gifts from the brand Pet Hamper to offer to new customers. This is a great example of a brand really thinking outside the box and tapping into the value of brand partnerships to drive strategic acquisition.

To partner with **Vodafone VeryMe**, please contact their partnership agency, [Mando Connect](#).

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





# Brand Partnerships publications

Read **more content** from our team of **brand partnership experts**.

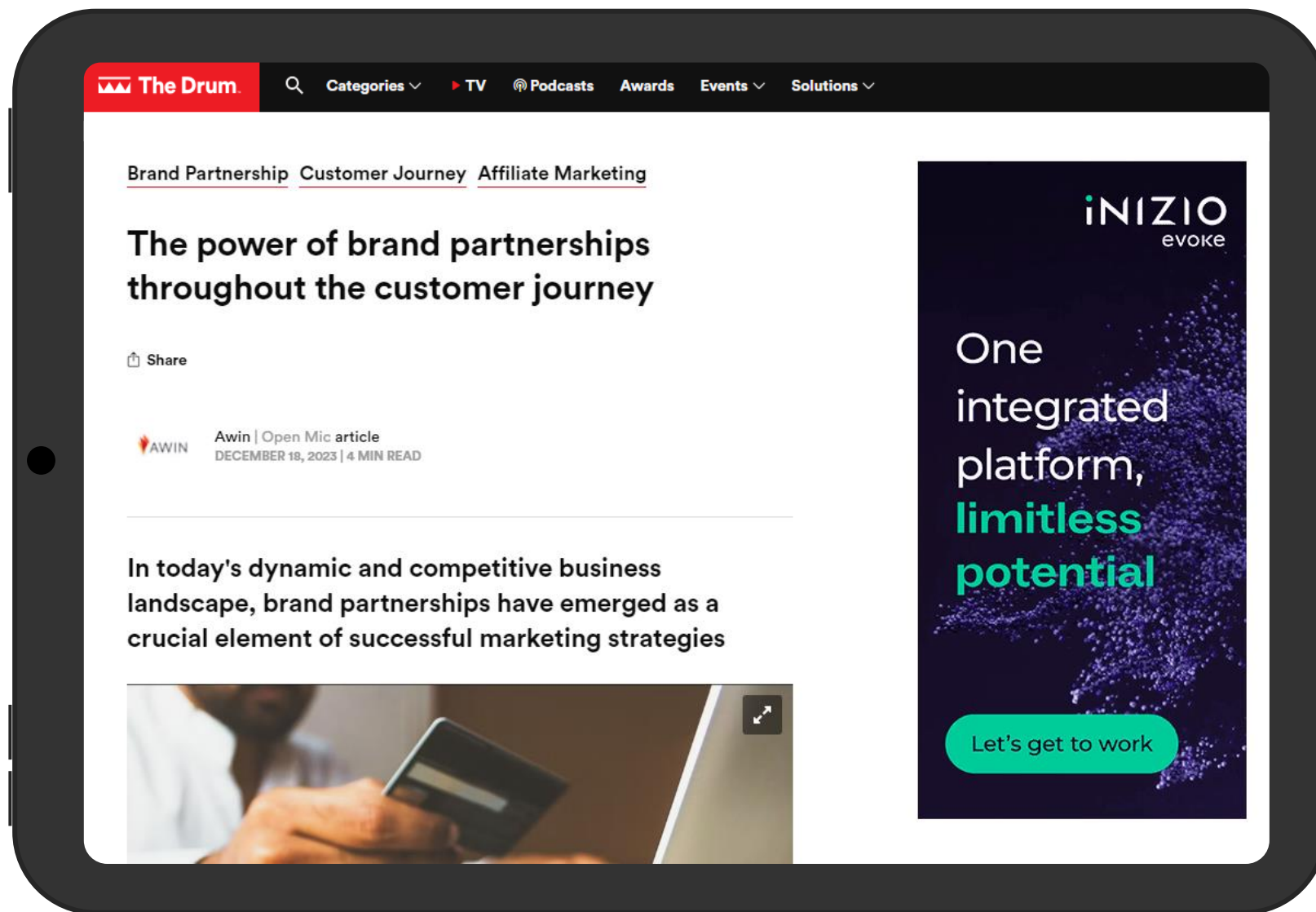




# The power of brand partnerships throughout **the customer journey**

Our Brand Partner consultant **Nicole Bradbury** shines a light on the benefits of **brand partnerships** at different stages of the customer journey with **The Drum**.

[Click here to view the article](#)

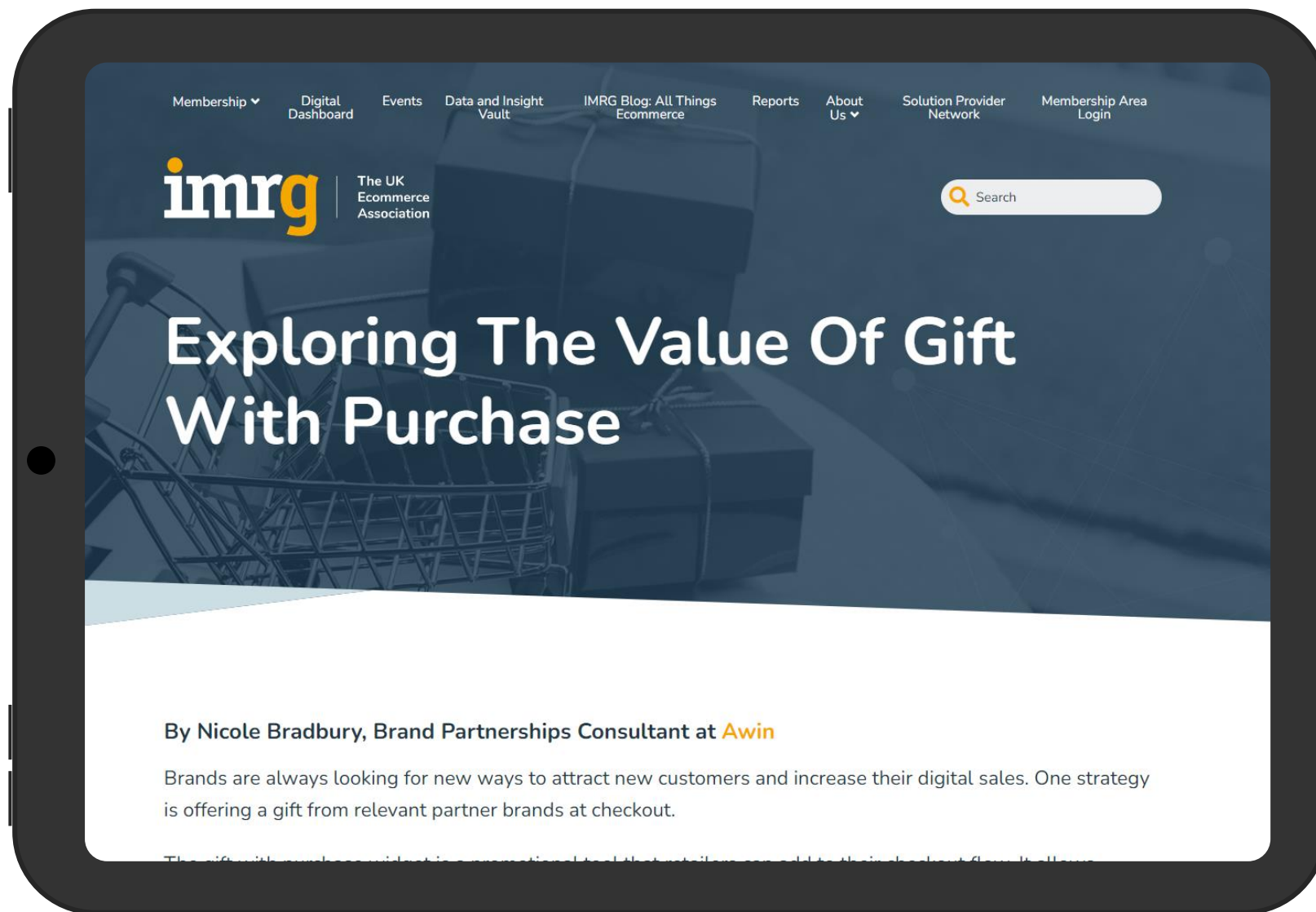




## Exploring the value of **gift with purchase**

Our Brand Partner consultant **Nicole Bradbury** highlights **the benefits** retailers are seeing from hosting their own **Gift with Purchase** widget on the **IMRG** blog.

[Click here to view the article](#)





# Thank you

for reading

Have feedback? Questions? Comments?

Please feel free to get in touch with your  
Awin point of contact.

