

The power of affiliate marketing: Why gift guides are everywhere this year

Article

From **Goop** and **The New York Times** to **TikTok creators**, everyone is putting out a gift guide this year, trying to get a piece of this year's holiday sales pie, which we forecast to reach

\$1.317 trillion.

And it's not just one gift guide to rule them all. There are guides **for cooks, for kids**, or even for **people who are always cold**.

But what's behind the sudden onslaught of uber-specific guides? They're the perfect affiliate marketing tool.

- Readers are likely already in-market, looking to gift guides for recommendations or inspiration.
- Each product can be linked via a customized URL, making it easy for brands to track what consumers are clicking on and for partners to earn commission on specific products.
- Reputable publications don't have to work as hard to win consumers over with their recommendations as they've already earned consumer trust.

Affiliate marketing is a small but growing channel that can be used for both upper- and lower-funnel tactics.

- Though estimates put worldwide spending at around \$14 billion, per our **Affiliate Marketing 2023** report, close to half (48.9%) of marketers said they would increase their spending in the channel this year, according to Martech Record data.
- US marketers use affiliate marketing throughout the purchase journey, including awareness (56%), consideration (58%), and conversion (50%), per June 2023 Gen3 Marketing data.

Plus: As shoppers continue to be cautious about where and what they spend their money on, presenting them with more personalized gift guides could encourage them to purchase.

- Some 56% of adults worldwide will become repeat buyers after a personalized experience, per Twilio.
- "The sheer number of SKUs available at any one time is helping **elevate the importance of intelligent personalization**," our analyst Suzy Davidkhanian said.

Pro tip: Elevate your gift guide by incorporating exclusive discounts that can't be found elsewhere. Over half (51%) of digital shoppers said they **pay attention to ads for products on sale**, more than ads for best-selling items (44%) or ads suggesting products you "may also like" (41%), per Integral Ad Science.

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