

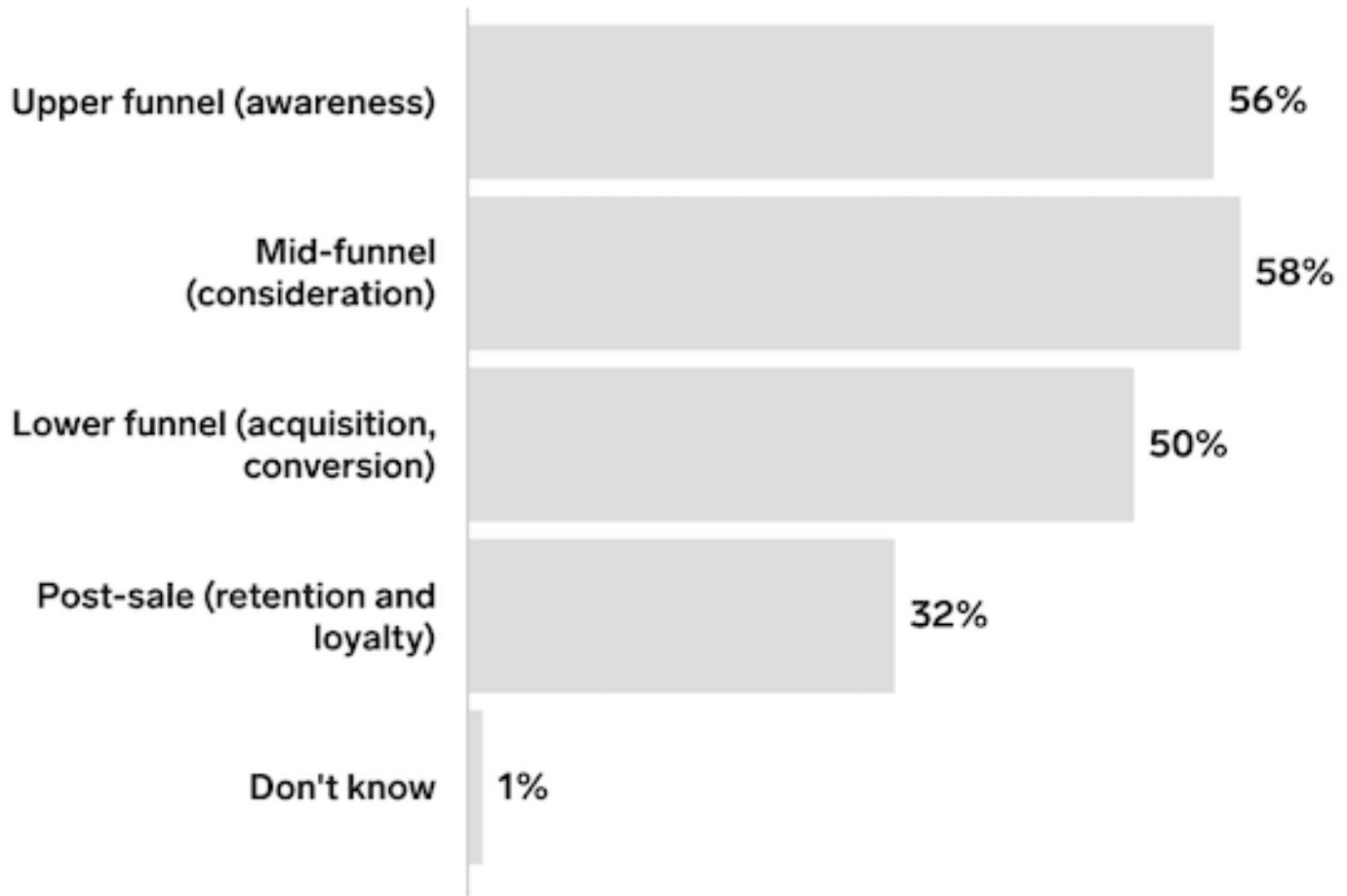
Marketers use affiliate strategies across the purchase funnel

Article

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Half of US Marketers Are Using Affiliate Marketing Up and Down the Purchase Funnel

% of respondents using affiliate for given strategies, June 2023



Note: n=250 business decision-makers

Source: Gen3 Marketing, "High Performance and High Demand. The Reinvigorated, Full-Funnel Potential of Affiliate Marketing," July 1, 2023

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Insider Intelligence | eMarketer

Key stat: US marketers are using affiliate strategies throughout the purchase journey, including upper-funnel awareness (56%), mid-funnel consideration (58%), and lower-funnel conversion (50%), per June 2023 Gen3 Marketing data.

Beyond the chart:

- Although 48.9% of marketers said they would increase affiliate spending this year, the channel is still small, according to Martech Record research.
- The same study found that about half of agencies or brands spend 10% or less of their marketing budget on affiliate marketing.
- Affiliate marketing saw a soft start to the year in 2023, due to weak retail ecommerce sales and overall digital ad spend.

Use this chart:

- Rethink how your affiliate marketing budget is allocated in the marketing funnel.

More like this:

- [Affiliate Marketing 2023](#) (Insider Intelligence subscription required)
- [How Rakuten and leading brands use shopper behaviors to expand reach and target consumers](#)
- [YouTube makes it easier for viewers to buy creators' products](#)
- [Ways to approach influencer marketing before the year ends](#)