

The Ad Platform: What advertisers need to know about affiliate marketing

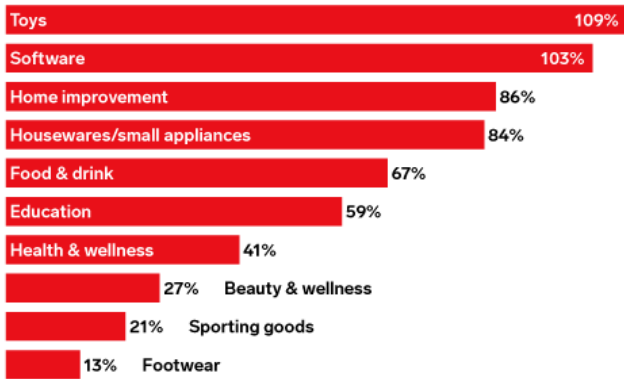
Audio



Affiliate, or partner marketing, has become more important to both advertisers looking to drive actions and publishers trying to diversify revenue streams. Adam Ross, CEO at affiliate marketing firm Awin, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss how the market has evolved over the past two years, why practitioners are looking for more standardization, and how advertisers and publishers are working together.

Top US Affiliate Revenue Growth, by Product Category, 2020

% change vs. prior year



Source: Rakuten Advertising, March 5, 2021

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