



Prepare Now and Capitalize on Record Q4 Consumer Demand Using the Affiliate Channel.

The holiday season was massive for brands in 2020 and shows no signs of slowing down in 2021. Including affiliate marketing in your digital approach is a necessity in what promises to be yet another highly active period for e-commerce.



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COVID-19 made shoppers go digital, and some say they may never go back (entirely, at least)

There was certainly some apprehension and downright fear going into Q4 of 2020 that due to the pandemic, we would see diminishing returns from online advertising. Or that fulfillment on the supply chain would be a major concern with such high demand. Instead, we witnessed frankly unreal numbers and little to no issues with fulfillment.

Nearly \$356 billion U.S. dollars were spent on digital advertising in 2020. This record figure, according to [Statista Research Department](#), is expected to increase rapidly on a yearly basis, reaching \$460 billion U.S. dollars by 2024.

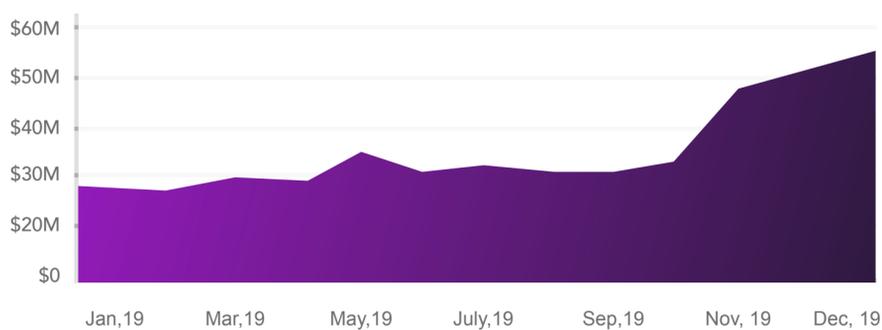
Q4, the most active quarter each and every year, is the primary season for brands to take full advantage of our increasingly digital e-commerce ecosystem. We urge all of our managed brands to get ahead of it this year and to think about major sales dates like Black Friday and Cyber Monday sooner rather than later.

Retailers will aim to combat the rising digital trend with compelling offers to shop online and pick up in store (often referred to as a BOPUS or BOPUIS “hybrid” sales strategy). Again, make sure not to wait too long to think about how you can compete with these brick-and-mortar establishments. They’ve been planning around the holidays all year.

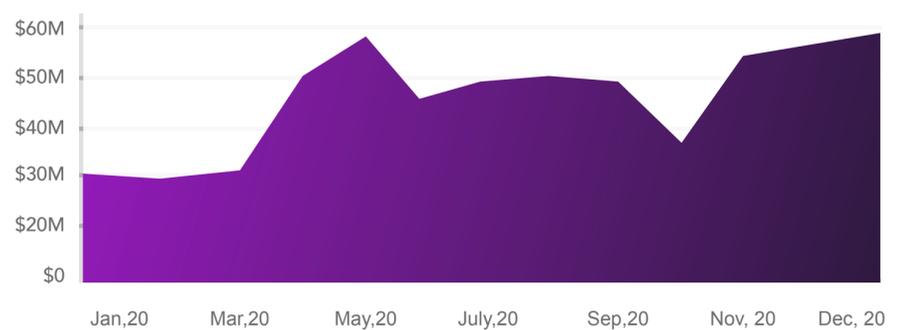
Where affiliate marketing plays a part in all of this?

Specifically, the affiliate channel saw massive growth across the board YoY in Q4.

2019 Revenue: \$408,431,104



2020 Revenue: \$546,534,205



Go mobile, where you can

Many of the transactions we’ll see this Q4 are going to happen on mobile. According to Adobe, over half of digital Christmas revenue in 2020 came from smartphones. Not to mention currently, mobile apps are converting customers 157% more often than mobile website counterparts. If you’re not optimizing for mobile, you’re missing out on conversions. It’s that simple.

Speed and ease of fulfillment matters

E-commerce fulfillment was put to the test last year, and in general passed with flying colors. Keep in mind, “free shipping”, speedier fulfillment, and other perks of the sort are incredibly useful in making sales. In fact, free shipping, done right, typically boosts conversion rate, average order volume, customer retention, and profit.

Act even faster than you did last year

As previously mentioned, we expect to see more digital acceleration with another extended, ecommerce-driven holiday shopping season in 2021. Pent-up demand may result in even earlier activity, so brands should start connecting with both loyal and new customers across digital and mobile channels now.

Advertise Purple has helped brands like yours navigate the affiliate space since 2012

Since 2012, our data has repeatedly highlighted the need to begin preparation for Q4 in Q3. Whether it’s ensuring your brand is listed in seasonal affiliate review shopping and content sites, negotiating commission rates to maximize ROAS during high volume periods, or engaging with existing publishers to better understand their plans for your brand’s promotion, one commonality is critical to understand: during Q4, all of these become exponentially more challenging, and in some cases impossible.



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