

— 2022 —

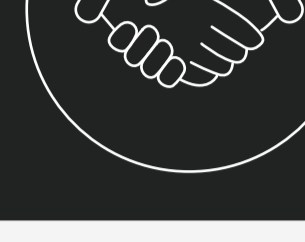
Expert affiliate marketing predictions.



We tapped some of the best minds in affiliate and partner marketing to dig deep and tell us how they see the channel evolving in 2022 and beyond.

Here's what they said.

Greater demand for partnerships that drive lifetime value and brand loyalty



Jeremy Aaronson
Vice President of Sales, UpSellit

Jeremy Aaronson is the Vice President of Sales at UpSellit and is responsible for the strategic direction and global growth of UpSellit. As a seasoned professional with over 20 years of experience, Jeremy is a proven leader with a breadth of industry experience and a true passion for building global partnerships.

The scope of affiliate will evolve to welcome collaboration with technology partners on a larger scale. While online retailers focus on periods of hypergrowth, there will be a large demand for lifting the weight of processes that can't be managed in-house. Additionally, merchants will seek partners who don't rely on third-party cookies, as Data & Privacy remain top industry concerns and hurdles we all try to navigate. Lastly, there will be an increased demand for content traffic, as users actively reading, researching, and engaging prove to mean more lifetime value and brand loyalty once captured early on.

Affiliate marketing will no longer be a vacuum



Durk Price
Founder, eAccountable

Durk Price is the Chief Executive Officer and Founder of eAccountable, which he grew from an ambitious, seed-level, start-up, into a grown-up, globally-operating, full-service, digital advertising agency that serves celebrated brands, such as: Peter Millar, Waterford Crystal, CafePress, and Beretta, among others.

Starting the agency 22 years ago I've seen a bit of everything. The trend I see is how multi-disciplinary the work has evolved. We used to be an island, all affiliates, all the time. Now we provide or work with the client's third-party PPC team, provide Customer Experience consulting, deliver SEO support, send detailed email communications to partners and coordinate pricing between Direct to Consumer efforts and Marketplaces (Amazon). Affiliate no longer acts in a vacuum as the best performing channel, but is viewed as part of the whole enterprise.

Partner marketing: A perfect place to grow your sales

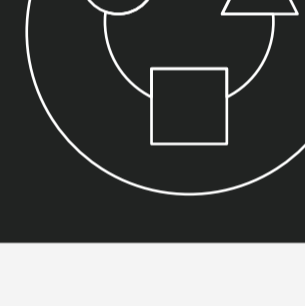


Mike McFadden
President, eAccountable

Mike is inspired by creating, building, and leading. Mike uses his background in customer experience, brand strategy, new product innovation, technology, and start-ups to help organizations win in the marketplace. He is a growth leader and loves helping organizations reach their ambitions. He is a raving fan of conscious leadership and is always pushing himself to become better.

eAccountable has seen the accelerating blurring of the lines between media, PR, influencers, partners, publishers, podcasters and affiliates. There is no one-style-fits-all approach for every type of media. Recruiting media is a complex and strategic effort. Not all media is performance based, so making sure you can grow advertiser sales profitably has never been more important. The partner marketing channel with all the technology available is a superb source to manage all of this. The opportunity for the partner channel has never been greater.

A push for publisher diversification



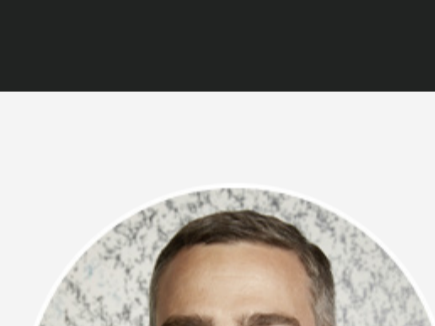
Chris Tradgett
Co-Founder, Publisher Discovery

Chris Tradgett is 19+ year affiliate industry veteran dedicated to making the publisher landscape more transparent through effective technology.

There's been a steady move to a more diversified affiliate landscape since 2020 driven by a number of factors. The wider adoption on attribution modeling in affiliate has meant that the model has become more 'friendly' for pure content publishers and provided for a fairer share of commissions. Influencers and mainstream media turn of focus towards affiliate to replace tanking CPM and placement fee revenues in 2020 doesn't appear to be reversing, as networks and SaaS have recently reported.

This has led to what appears to be a dis/misinformation campaign from the programmatic industry as in the AdExchanger Article talking about Google penalties, totally at odds with Google's own views and advice. Affiliate and the true performance sector will need to raise the PR game to counter this in 2022.

A much-anticipated welcome back to concert venues

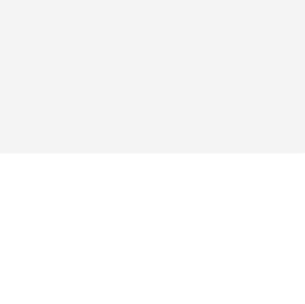


Dave Huff
Head of Partnerships and Affiliates, StubHub

Dave has spent the past three years leading demand side partnership efforts for StubHub, the world's leading and most trusted ticket marketplace. The StubHub affiliate program drives hundreds of millions of dollars of ticket sales annually and StubHub has benefited from strategic partnerships with companies such as CBS Interactive, Vox, Bleacher Report, iHeart, Playbill and dozens of others under Dave's tenure.

In 2022, inflation will continue to be an issue to a greater extent than in recent decades. This will be a boon to publishers in the coupon and cashback space as consumers whose buying power has been reduced will more frequently seek out discounts to offset higher prices. Conversely, 2022 will NOT be the year that cryptocurrencies make a material impact on the business of affiliate marketing.

The convergence of influencer and affiliate

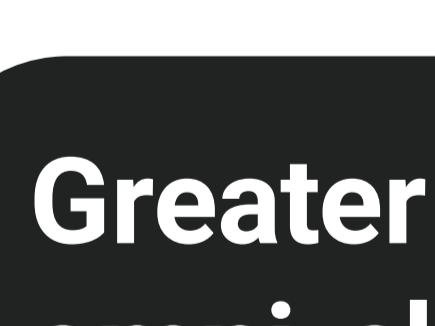
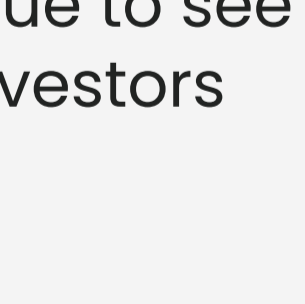


Sarah Dayes
Chief Client Officer, Acceleration Partners

Sarah is an experienced leader and agency executive who works with the world's leading brands to develop long-term partnerships based on trust and high performance. She is passionate about building a supportive yet challenging company culture as the foundation of a positive agency work-life experience translating into highly engaged account teams and happy, successful clients.

In 2022, I predict that we will see the actualization of the much-discussed convergence of influencer and affiliate – and more monetization of influencer partnerships based on performance KPIs. This will be a trigger, along with continued diminishing returns from the Google-Amazon-Facebook triopoly, for the partnerships channel to begin to get the attention it deserves from CMOs who are looking to align marketing efforts around outcomes. We'll also continue to see investment in and consolidation of key players in the industry as more investors see the opportunity in and future of the partnership marketing channel.

Greater focus on FinTechs and omni-channel offerings



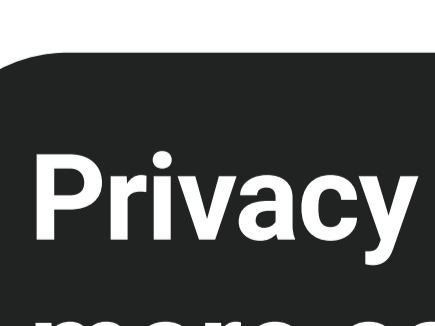
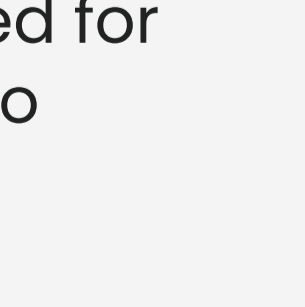
Amanda Greenwood
Partnerships Director, Button

Amanda is a Partnerships Director at Button, the mobile commerce platform trusted by the smartest enterprise marketers. She works with network, agency and technology partners across the mobile ecosystem to expand Button's product offering and create new opportunity for innovation. With a background in affiliate marketing, Amanda is committed to delivering efficient scale via turn-key solutions built for marketers and consumers alike.

In 2021, we saw the tide begin to shift in the affiliate sphere, with brands looking for more creative ways to promote offers, convert customers into loyalists, and reach consumers at varying stages of their shopping journeys (both online and offline). Mobile sales will continue to scale as time spent on phones increases, but importantly, sales through omni-channel offerings like card linking and scan to pay via digital wallets will become a new focus of strategic development.

More and more fintechs have entered the channel, with the ability to support those unique offerings. These super apps will change the way affiliate marketers think about structuring their programs, and will inevitably require that silos across marketing teams and their in-store counterparts be broken. I think we'll see brands take more risks, with a renewed focus on personalization and need for new technologies, as consumers continue to shift their shopping habits to meet their needs.

Privacy law compliance will get more complex in 2022



Gary Kibel
Partner – Digital Media & Privacy, Davis+Gilbert LLP

Gary Kibel is a partner in the Digital Media, Technology & Privacy practice group of Davis & Gilbert LLP. Mr. Kibel regularly counsels clients with respect to new media/advertising law, privacy and data security, and information technology matters.

The hits keep coming for the interactive industry. First there was GDPR in Europe, then the California Consumer Privacy Act (CCPA) and next up are new privacy laws in California, Virginia and Colorado. These laws take effect in 2022, so 2022 will be the "year of compliance." Companies will have to examine their data collection and use practices and test them against these new laws to consider how to manage compliance. There will be new requirements regarding contracts with service providers and obligations regarding sensitive personal information, just to name a few. And the aforementioned laws will certainly not be the last. So compliance will grow in complexity going forward. Businesses are well-advised not to wait till the last minute, lest they become the target of a costly regulatory enforcement action. An ounce of prevention is definitely worth a pound of cure.