

# SHOPPING AFFILIATES ATTRIBUTION ANALYSIS

Measure the real attribution of shopping extension affiliates, their contribution to your revenue, and their efficiency based on the interaction with your customers.

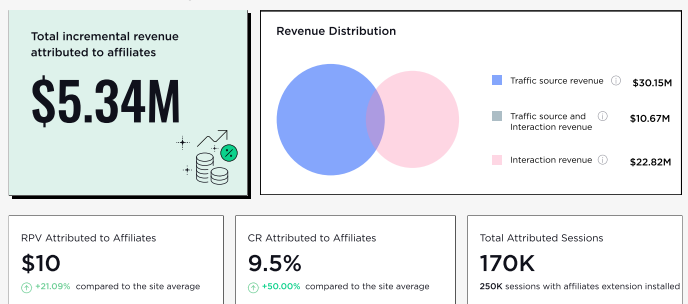
Whether you partner with affiliate extensions or not, they can help drive more traffic and win more journeys, but can also cost you unnecessary commissions for conversions they didn't generate. Get the visibility you need to understand last-click attribution and know how each affiliate extension affects your revenue.

## Measure Incrementality For Each Affiliate Extension

Get to the bottom line of how each affiliate extension impacts revenue, bounce rate, CVR, AOV, RPV and customer experience, and on which pages they work best on your site.

Pay commissions only for the revenue that should be attributed and ensure no double commissions are paid.

### Affiliate Incrementality



### Shopping Affiliates Monetization Breakdown

Affiliate	Total Revenue	Traffic Source Revenue	Traffic Source with Interaction Revenue	Interaction Revenue	RPV	CR	# of Sessions
Capitol	\$25.25M	\$3.2M	\$3.2M	\$3.2M	\$14.7	+21.9% 8.8%	+35.2% 85K
Pisney	\$15.55M	\$274.5K	\$274.5K	\$274.5K	\$12.3	+18.3% 7.9%	+25.6% 78.5K
Rakuten	\$14.28M	\$77.6K	\$77.6K	\$77.6K	\$11.5	+16.5% 6.4%	+18.2% 67.2K
amazon assistant	\$6.64M	\$702.4K	\$702.4K	\$702.4K	\$10.8	+14.2% 5.2%	+16.2% 20K
SpineMarket	\$6.20M	\$63.5K	\$63.5K	\$63.5K	\$9.2	+8.2% 4.4%	+5.2% 35K
Klarna	\$7.63M	\$242.8K	\$242.8K	\$242.8K	\$5.8	-2.1% 3.3%	-1.7% 12.8K
Capitol	\$4.85M	\$49.2K	\$49.2K	\$49.2K	\$4.6	-3.3% 2.1%	-2.1% 8.8K

## Make Smart Decisions For Affiliate User Acquisition Campaigns

Based on the analysis, know which extension affiliates are best promoting your brand.

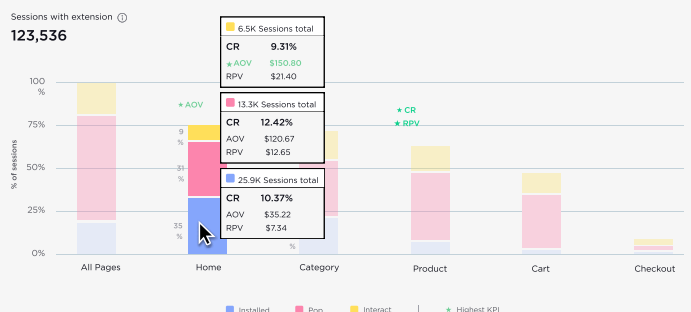
Make relevant adjustments to your campaigns in terms of budget, messaging or discount amount and understand the impact of these changes.

## Leverage Audiences Who Frequently Use Shopping Extensions Across Your Marketing Stack

Analyze and understand the user behavior of the visitors who use shopping extensions on your site.

Then, create audiences and use them across all relevant marketing tools including adtech, customer experience platforms, email marketing, personalization solutions and more.

### Interaction Along The Journey



With Namogoo we were able to test the impact of these extensions and gather insightful data, giving us full power over the customer experience while increasing overall conversion and profitability.

**DALIN BRINKMAN**  
Senior Manager, Site Strategy

**LAMPS PLUS**



By using Namogoo, we can manage affiliate extensions on our site, which adds tremendous value to customers' experiences with Ulta Beauty.

**DOMINIC MANNA**  
Digital Marketing Director

**ULTA BEAUTY**

