



What Impact data reveals

*2020 benchmarks for 6 top verticals
during the COVID-19 crisis*



COVID-19 has affected nearly every facet of our lives — consumers are spending differently, and businesses are restructuring the way they operate.

We know things have changed dramatically, but we wanted to find out from the data exactly how they have. To do that, Impact's data scientists conducted week-over-week analysis to find out what trends have emerged because of the virus and establish useful benchmarks.

Our preliminary findings reveal a few key trends, including:

- Revenue increased because of a larger volume of shoppers, not because of larger basket sizes.
- Consumers are shopping online for items and goods they usually buy in-store.
- Consumers are spending more on health and beauty, indicating they are focusing on personal wellness.
- Some verticals have higher conversion rates due to less consideration and higher buyer intent.

Below you can take a deeper look at what the data reveals about how key verticals, including apparel, electronics, flowers/gifts, health & beauty, home & garden, and telco/utilities — have performed during this unusual time.



First, the methodology behind the results

Impact's analysis starts on January 5 and goes through to May 2. This timeframe offers a full picture into U.S. consumer behaviour from before the World Health Organization's announcement of COVID-19 as a global pandemic on March 11 and the changes during subsequent weeks as states [declared](#) stay-at-home orders.

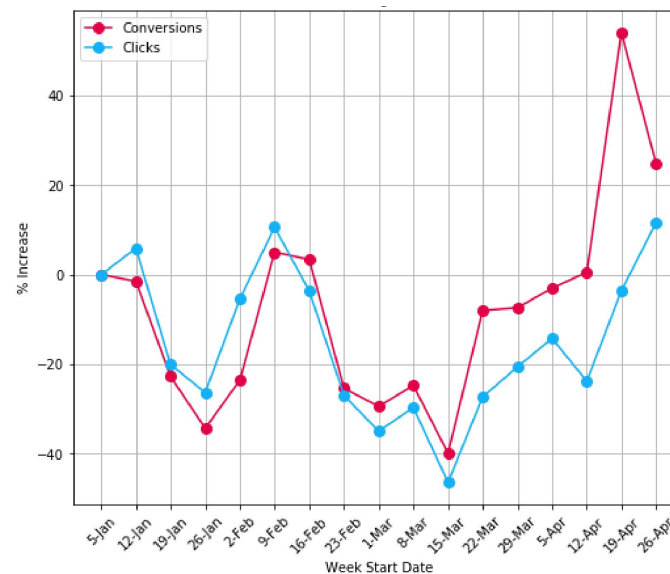
Our data was pulled using the same cohort of brands across groups, remaining consistent across each week. We ran a statistical analysis to determine the number of brands to include in each category and identified and filtered out outliers that drove entire categories.



1. Clothes, Shoes, and Accessories

Following a decrease in clicks and actions from February 9 to March 15, revenue growth in the Clothes, Shoe, and Accessories category was primarily driven from an increase in actions even while basket size decreased. The increasing conversion rate since March 8 also indicates potentially higher efficiency in marketing efforts through the affiliate channel as consumers started purchasing more after the stay-at-home orders were put into place.

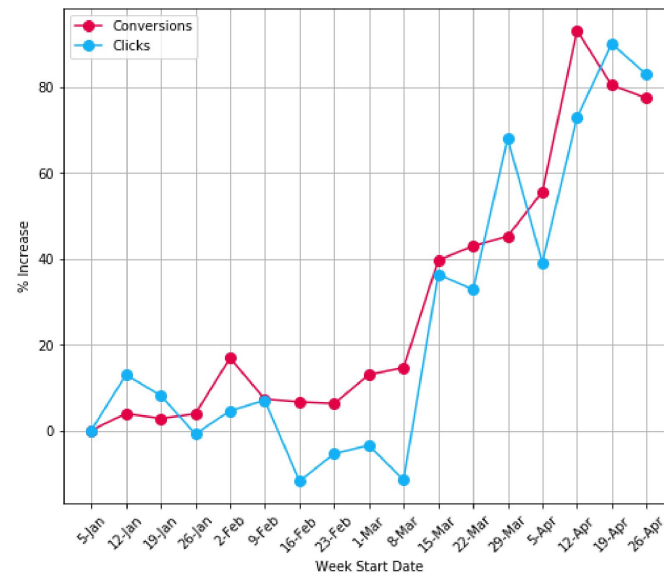
Apparel, shoes and accessories
Conversions and clicks
% Change WoW



2. Computers and Electronics

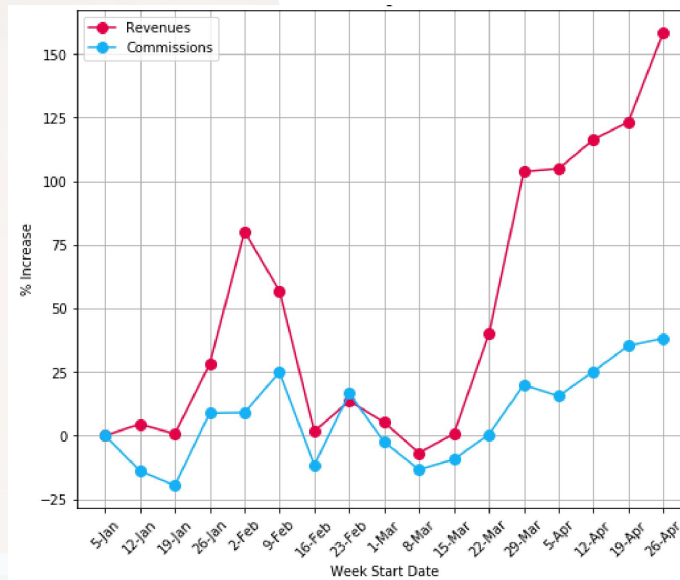
Starting March 8, Computers and Electronics saw a growth in revenue from an increase in actions while basket size remained unchanged. It's interesting to note that the upward trends in revenue and actions started around the same time that [major tech companies](#) started enforcing work-from-home policies. This uptick could be attributed to employees transforming their homes into office spaces with monitors, additional computers, and so on.

Computers and electronics
Conversions and clicks
% Change WoW

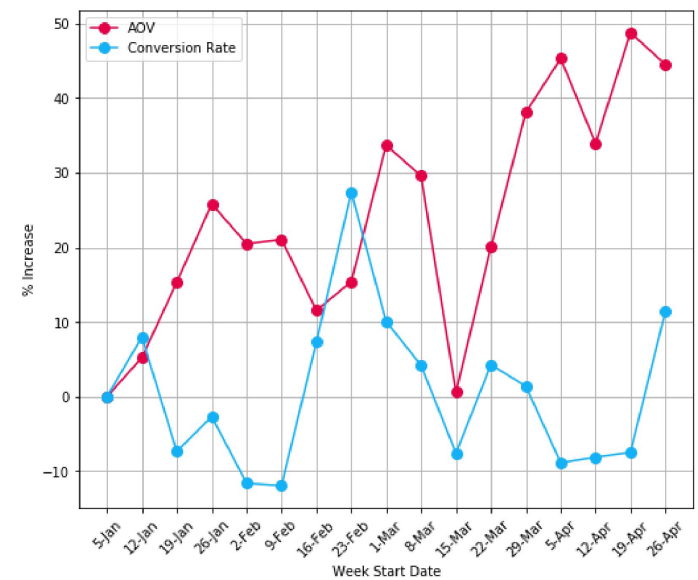


3. Flowers, Gifts, Food, and Drink

Flowers, Gifts, Food, and Drink
Revenues and commissions
% Change WoW



Flowers, Gifts, Food, and Drink
AOV and conversion rate
% Change WoW

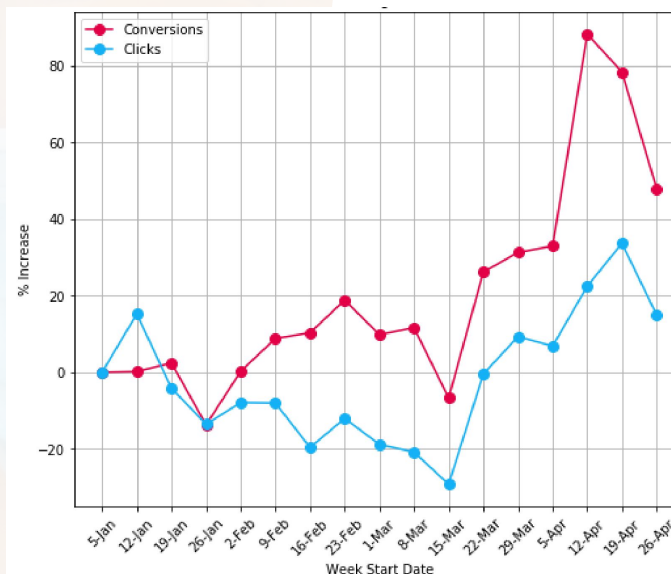


4. Health and Beauty / 5. Home and Garden

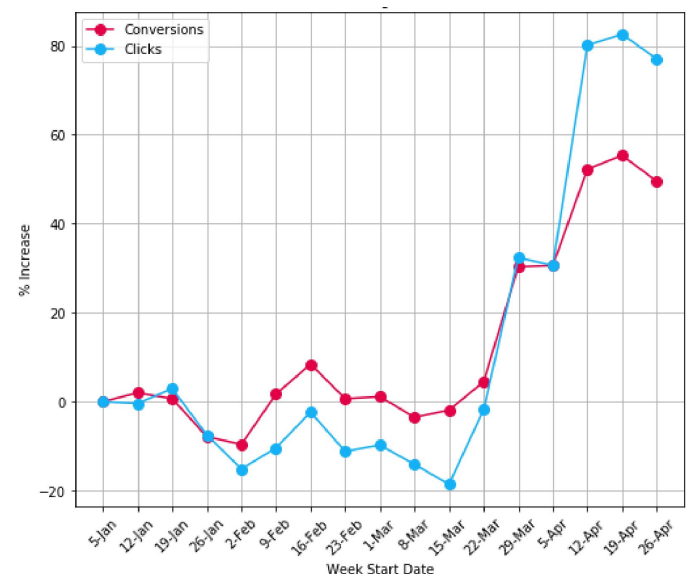
Both the Health and Beauty and the Home and Garden verticals saw similar results. Their revenue grew steadily starting the week of March 15 with growth being driven by an increase in actions. With more time spent at home, consumers spent more money and time on themselves when it came to health and wellness.

Furthermore, consumers were likely using the increased time at home to focus on home projects, such as small home renovations, gardening, and other home improvements. Interestingly, AOVs and conversion rates remained comparatively flat.

Health and Beauty
Conversions and clicks
% Change WoW

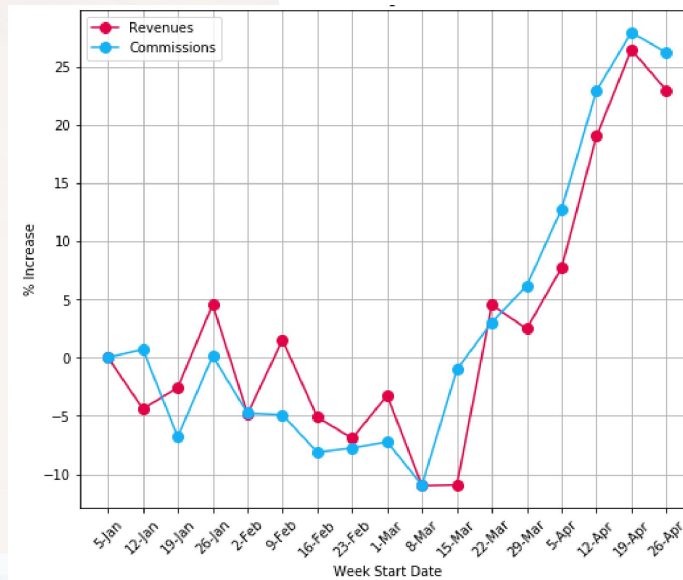


Home and Garden
Conversions and clicks
% Change WoW

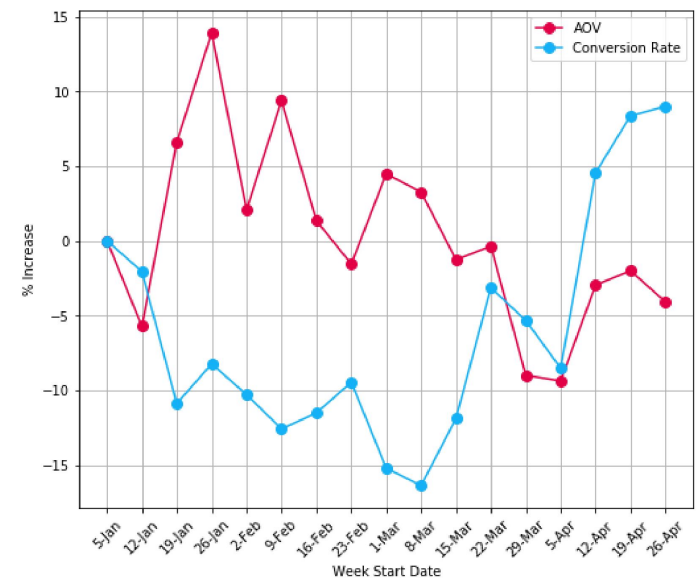


6. Telco and Utilities

Telco and Utilities
Revenues and commissions
% Change WoW



Telco and Utilities
AOV and conversion rate
% Change WoW



What this data reveals about where partnerships stand now

Advertisers saw an overall increase in revenue, clicks, and actions during the pandemic. COVID-19 has created a new normal when it comes to business operations and consumer behaviour.

With consumers stuck at home, they are spending more time on their phones and computers than before. While they are not necessarily spending more money than they were before on goods and services in the verticals above, they are shopping online for items they would normally buy in-store.

Communication from brands to their partners is of the utmost importance, especially during times of crisis. Partnerships need to be closely aligned to take advantage of these changing spending trends with campaigns and promotions catering to the needs of the consumer. It can be challenging to manage communications, however.

This is a perfect time to turn to Impact's Partnership Automation™ with automated engagement tools and streamlined workflows that can keep your partners informed and up to speed with new ideas and promotions — everyone can stay prepared during times of uncertainty.

To be ready for anything and everything that comes your way during tumultuous times, reach out to an Impact growth technologist at grow@impact.com. We can help guide you through.





About Partnership Cloud

Impact's Partnership Cloud™ provides an integrated, end-to-end solution for managing all of an enterprise's partnerships throughout the world.

From discovery, recruitment, and contracting to tracking, protecting, and optimizing — through the entire partner life cycle — the Partnership Cloud helps you drive revenue growth from every type of partner, including traditional affiliates, influencers, strategic partners, app-to-app partners, premium publishers, and more.

To learn more, please visit <https://impact.com/partnership-cloud/> or contact grow@impact.com to schedule a free demo.

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