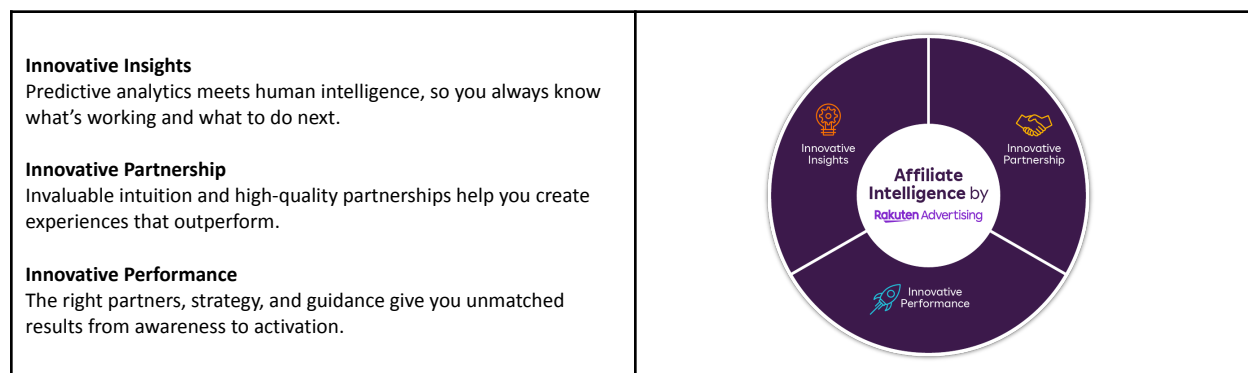


The 3 Keys to Affiliate Intelligence by Rakuten Advertising – Part 1: Innovative Partnership

Rakuten Advertising was the originator of affiliate marketing, and we're still continually investing in new technologies and methodologies to make the most of its potential. Recently, we set out on a new path forward designed to completely transform the industry—Affiliate Intelligence. Our goal is to help businesses better understand where advertisers and audiences can best connect—driving revenue for brand and publisher alike.

Affiliate Intelligence doesn't happen on its own, though—it takes the right mix of data, advanced technology like AI, and human expertise to deliver the best insights, partnerships, and performance.



In this 3-part series, we're taking a closer look at each key component of Affiliate Intelligence. Today, we're exploring Innovative Partnership—and the services and solutions we've developed to make it all possible.

Audience Engine connects brands and publishers closer than ever, to target better than ever.

Advertisers have a massive amount of data on buyers. Publishers have a massive amount of data on audiences. Bringing this data together seems like a natural solution for better targeting and personalization. But, pulling information from third-party data like cookies was never really an option, because of consumer privacy concerns. Now, with cookies all but out of the picture, it's time to rethink audience data entirely—and make the most of the first-party information you already have access to. That's where [Audience Engine](#) comes in.

A cornerstone of Innovative Partnership, Rakuten Advertising's Audience Engine brings together first-party data from both advertisers and publishers, so both parties can benefit. An industry-first, brands and publishers can work together in a closer, 1:1 partnership, sharing data you already have to target and personalize like never before—all while ensuring ongoing privacy.

Brands add their buyer and CRM data. Publishers add detailed info on their audience segments. And Audience Engine bridges the gap between all this data, using AI to spot the very best matches: The highly segmented, highly targeted audiences most likely to engage. Thanks to this Innovative

Partnership, partners can now tailor offers and messaging to connect with these audiences on an individual basis.

Collaborating directly—with custom campaigns as unique as the partners running them—Audience Engine is a win-win no one else can offer: Advertisers ensure they're efficiently and effectively reaching the audiences they want—with the greatest potential for connection, conversion, and loyalty. And publishers have a new way to monetize their relationships—tailoring commissions to fit these high-quality audiences. Early users are already seeing 70-85% increases in revenue—and Audience Engine is only getting better with time.

Partnership Discovery puts the best product-specific publishers at advertisers' fingertips.

The most recent advance in Innovative Partnership, Rakuten's [Partnership Discovery](#) platform builds off decades of data and advanced AI to help brands find the most effective publishers to sell their products—faster and easier than ever.

The Rakuten Advertising network has driven hundreds of millions of annual sales across thousands of product categories. Using AI and machine learning, Partnership Discovery combs through all that data to identify the specific publishers proven to have performed best in an advertiser's product category—letting them fine-tune results by sales ratio, performance level, business model, and more. The platform even provides statistics on the predicted performance of each partner, so brands can plan in greater detail.

Plus, with Partnership Discovery, finding publishers around the globe has never been easier, more granular, or more robust. Using natural language, users can search for publishers in plain English, and get far more specific than just a few simple keywords. Instead of searching for travel audiences, for instance, advertisers can now focus in on luxury Gen-Zers who travel multiple times a year. And, not only does Partnership Discovery help brands uncover *new* high-performing publishers—including emerging partners with audiences they might never have guessed—it can also reveal how to re-engage with *current* partners in innovative ways.

With all this info at hand, advertisers can fully focus their efforts on the publishers that will do the most for their spend—backed by proven data and ongoing reporting. That's Innovative Partnership in action.

Our global publisher team finds the opportunities others miss—anywhere and everywhere.

There are many roads to the audiences that brands are looking for. Our global publisher team has the boots-on-the-ground knowledge and widespread relationships to find and connect advertisers with the partners that even the best technology can't—new markets, new channels, new strategies—truly putting the “innovative” in Innovative Partnership.

We have a network of over 150,000 publishers—more than half of which are found nowhere else: Content creators. Influencers. Loyalty programs. If a brand is ready to move beyond the usual channels and experiment with new, unexpected, and emerging partners, our team is there to help guide the way and do it right.

At Rakuten Advertising, we pride ourselves on a vast global presence with close local support. Looking to work with a streetwear blog based in Hong Kong with a following in the UK? We have the relationships, we've seen what works, and we'll make the introduction for quick and direct connection. It's just another way we're committed to increase the reach and the range of Innovative Partnership.

Affiliate Intelligence means Innovative Partnerships, Insights, *and* Performance.

Affiliate Intelligence by Rakuten Advertising allows you to outthink and outperform in affiliate marketing on an entirely new level. Now that we've explored Innovative Insights and Innovative Partnership, we'll next be taking a look at the Innovative Performance that comes when it all comes together.

[Learn how all 3 pillars of Affiliate Intelligence work together to tap into affiliate's full potential.](#)