

# Amplify Your Brand's Success

WITH AP'S PREMIUM PARTNER SERVICES

**DRIVE** your business forward through exclusive partnership advantages.

As an AP client, you have access to promotions, discounts, deals, and more – that competitor agencies are unable to match. AP's scale, focus on performance partnerships, and centralised partnerships team combined enable us to secure exclusive opportunities to help you optimise partner relationships and achieve your programme goals.



## AP True Exclusive

These unique opportunities are facilitated by our team and are not available through any other agency or secured directly from the publisher.



## Publisher Deals & Discounts

These benefits, such as decreased integration fees, discounted placements, and free exposure, may be exclusively available to affiliates or other agencies, and clients may have the potential to negotiate them directly with publishers.



## Unique Partnership Opportunities

Unparalleled partnership opportunities with AP, such as publisher pitch sessions, quarterly strategy calls, and provide clients with special interactions, events and activities.

## AP's Premium Partner Services in Action

### Global Savings Group Increases Brand Revenue by 71% with Business Insider

- ✓ Exclusive AP client newsletters for a small flat fee
- ✓ Reach **250K+ ENGAGED CONSUMERS** via Business Insider



Global Savings Group

**+62%** OVERALL INCREASE IN CLICKS for participating AP brands

**+71%** OVERALL INCREASE IN REVENUE for participating AP brands

**+83%** OVERALL INCREASE IN ACTIONS for participating AP brands

### COUPON FOLLOW

**+141%** INCREASE IN REVENUE for highest performing brand

**+22%** OVERALL INCREASE IN CLICKS for participating AP brands

**+12%** OVERALL INCREASE IN ACTIONS for participating AP brands

### CouponFollow Increases Revenue +141% For One Brand With Spring Deals

- ✓ Spring deals newsletters featuring just AP clients
- ✓ Flexible cost structure: hybrid small fee + exclusive code or CPAI
- ✓ Reach **350K+ ENGAGED SUBSCRIBERS**

### Slickdeals DSF Increases Revenue +236% for Health & Wellness Client

- ✓ Slickdeals' Deal Specialist Funnel (DSF) available to AP clients
- ✓ Cost-effective way to choose deals/offers, control messaging, and push excess inventory
- ✓ Reach **~12 MILLION MONTHLY USERS**



**+236%** P/P INCREASE IN REVENUE for one AP health & wellness client

**+310%** Y/Y INCREASE IN REVENUE for one AP household client

**+513%** W/W INCREASE IN TRAFFIC for one AP technology client

## Want to accelerate your growth?

TAKE ADVANTAGE OF THESE UNIQUE OPPORTUNITIES NOW.

 **CONTACT AP TODAY**