

Press Release

mrge launches industry index for commerce advertising

- “State of Commerce Advertising” report is a barometer for trends, growth potential, and satisfaction in the industry
- Insights help advertisers, publishers, and networks plan for the year

Hamburg, January 17, 2023 – Despite inflation and a recession, more than half of publishers, advertisers, and networks are confident about the current quarter. This is revealed in the new global industry index “State of Commerce Advertising” from mrge. For the report, which will be published regularly from now on, mrge asks decision-makers and experts from the performance marketing industry about the industry’s status quo, trends, and growth potential on a quarterly basis. The results for the first quarter of 2023 are now available.

For the first industry index, “State of Commerce Advertising Q1/2023,” mrge surveyed 58 leaders across the globe in performance marketing, affiliate marketing, and commerce content from December 5-21, 2022. Participants included advertisers, publishers, agencies, networks and technology providers. With the survey, mrge aims to capture the status quo of the industries and identify trends that will be relevant for market participants’ planning.

Key Findings:

- 48 percent of respondents now derive at least a quarter of their revenue from commerce advertising.
- AI and machine learning are the defining trends for 2023
- 72 percent of respondents are satisfied with the past quarter (IV/2022)
- 57 percent are optimistic about the coming months xx
- the top commerce events in recent years are Cyber Week, Christmas shopping, and Singles Day

Felix Witte, General Manager & SVP Publisher, observes: “The results confirm the relevance and crisis-resistance of commerce advertising: the major importance of contextually relevant advertising along the customer journey for revenue development not only ensures a predominantly positive assessment of the past quarter but also makes a large part of the industry optimistic for the coming months.”

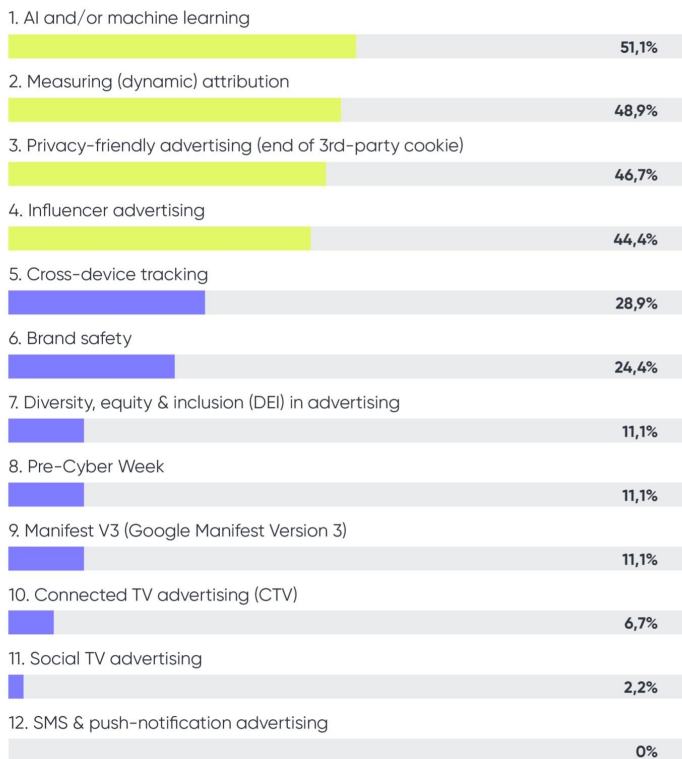


Felix Witte, General Manager & SVP Publisher, mrge
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Not just one but many trends are shaping the industry

The survey shows that no single driving trend is shaping the industry. Rather, different trends are shaping the development of commerce advertising. For example, 51 percent of respondents cite AI and machine learning as the most important drivers, followed closely by dynamic attribution (49 percent) and privacy-friendly advertising (47 percent). Among the most significant growth potentials for the future, respondents see diversifying publisher models (51 percent), increasing commissions (42 percent), and closer collaboration between publishers and advertisers, for example, through exclusive deals (35 percent).

What are the top industry trends in Commerce Advertising right now?*



* up to 3 answers possible

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At a glance: The most important industry trends in commerce advertising (up to three answers were possible).

The full report "State of Commerce Advertising Q1/2023" can be [downloaded free of charge here](#).

About mrge

mrge is the world's leading commerce advertising platform, connecting more than 5,500 publishers, 50,000 advertisers and 100 networks in over 160 countries. In 2021, the group generated nearly three billion affiliate links for its publisher clients, resulting in more than two billion euros in additional e-commerce revenue for its advertiser clients. By merging smart tools, technologies and formats, mrge brings campaign messages closer to content, creating value for publishers, advertisers and users alike.



mrge combines the strengths of three market-leading companies: digidip, which focuses on premium publishers with high traffic, shopping24, which offers product recommendation solutions, and Yieldkit, which offers high reach and performance. mrge is backed by the private equity investment group Waterland as majority shareholder and is led by CFO Michael von Stern, CTO Nils Grabbert, and CCO Tobias Conrad. mrge has offices in Hamburg and Berlin and employs around 120 people. www.mrge.com

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