

OVERVIEW

Performance Horizon, the leading provider of SaaS solutions for digital partner marketing, enables brands to directly connect with their marketing partners to dramatically increase customer acquisition and drive high margin revenues from online marketing channels. With offices in the U.S., U.K., Japan and Australia, Performance Horizon's platform drives \$3B+ in advertiser top line revenues across 165,000 marketing partners in over 183 countries processing payments in 50 currencies and providing support in 80 languages.

CLIENTS

Major brands in travel, retail, e-commerce, finance and digital content rely on the Performance Horizon platform to drive customer acquisition, revenue increases and profitability gains through their online marketing channels.



DIGITAL PARTNER MARKETING TECHNOLOGY

Performance Horizon's technology enables brands to directly connect with online marketing partners to dramatically increase customer acquisition and drive high margin revenues from their partner marketing channel.

Main Capabilities:

- leading technology to manage performance marketing in-house at significantly lower costs than traditional network
- optimize revenue and profitability performance across products, product categories, channels, campaigns, partners, partner categories, contribution, time, etc. and manage multi-tier, highly granular commissions
- collect, ingest, manage large sets of relevant data to generate deep insights, to optimize performance, to understand customer journeys, and to reward partners based on their contribution towards conversions

- easily expand programs into new geographies or individual countries as well as across additional marketing channels taking advantage of available currency, language, and tech support options
- technical support to facilitate fast, successful partner migration onto platform for immediate business impact
- quickly on-board and approve new partners to generate revenues faster
- best in class analytics supporting multiple attribution methodologies
- find, select and deploy most relevant creative to drive revenues



CLIENT IMPACT

“Working with Performance Horizon has given us the flexibility to effectively monitor our global performance and the opportunity to expand the level at which we can market our products. The platform is now becoming an important lever in ensuring the affiliate channel can be used to support overall business and commercial requirements for British Airways.” - George Gray, Global Head of Online Partnerships, British Airways

