



(((PI LIVE)))
Europe

CREATORFEST

2025

Trends Report

22-24 October, 2024

Old Billingsgate, London, UK



PI Live Europe stands as a premier event in performance marketing, bringing together brands, publishers, networks, and technology innovators from around the globe to explore profitable partnerships and innovative data solutions. CreatorFest, held alongside PI Live, complements this by focusing on the powerful synergy between the creator economy and brand partnerships, highlighting how creators drive authentic engagement in today's digital landscape. This year, CJ proudly served as the headline sponsor, leading key sessions on the future of performance partnerships and creator collaboration.

CJ participated in PI Live Europe and CreatorFest 2024, sharing insights on data-driven attribution and sustainable creator partnerships. We led discussions, exchanged ideas, and developed actionable strategies for future partnership marketing and creator-driven initiatives.

Here's CJ's roundup of the most important takeaways from these essential events in partnership and creator marketing.



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Linda

O'Connell

SVP UK & Ireland, CJ

INSIDE AFFILIATE AND PARTNER MARKETING 2025:

Key Industry Insights and CJ's perspective

The affiliate industry is undergoing rapid transformation, driven by the convergence of advanced tracking technologies, evolving partnerships models, and heightened industry scrutiny on measurement. As we look ahead, it's clear that accountability, adaptability, and collaborative growth are critical for the success of brands, networks, and publishers alike. This year's insights from the [APMA 'State of the Nation 2024' report](#) reveal a compelling story: **affiliate marketing has become an essential component of the digital marketing**

ecosystem, now contributing to 10% of all UK e-commerce sales and generating over £20 billion in revenue.

In a landscape where affiliate channels are driving over £500 million in previously unreported revenues and exceeding average ad spend growth by 50%, CJ is committed to ensuring partners can navigate these changes, focusing on accountability, adaptability, and sustainable collaborative growth strategies.



INSIDE AFFILIATE AND PARTNER MARKETING 2025:

Key Industry Insights and CJ's perspective

Shared Accountability in Tracking and Performance Measurement

In affiliate marketing, accurate tracking is the foundation of fair compensation and robust partnerships. With the deprecation of third-party cookies and the shift to new measurement tools like Google Analytics 4, it is more important than ever for brands, networks, and publishers to work in unison to develop resilient tracking solutions. The APMA findings reveal that 78% of affiliates feel tracking underrepresents their contributions, a significant challenge as the industry adapts to the new tracking environment. Brands must thoroughly understand how their tracking works, networks need to advance reliable solutions for brands to adopt, and publishers should commit to using the latest tools. This collaborative approach helps to capture the full value of affiliates' contributions and ensures that each

partner's impact is measured accurately. A recent example of CJ's innovative approach to solving industry challenges is the following topic <https://junction.cj.com/en-gb/article/cjs-loyalty-exemption-solution-addresses-a-critical-industry-challenge>

Integrating Incrementality for Smarter Investment

Incrementality is now a vital component of any well-rounded affiliate strategy. The APMA research reveals that brands, networks, and agencies are all calling for a standardised approach to measure the full-funnel impact of affiliate efforts. **APMA data indicates 57% of brands plan to increase affiliate spend in 2025,** yet 85% of publishers cite higher commissions as essential to continued success. At CJ, we're focused on helping our partners prove the incremental value of their contributions beyond last-click metrics. By investing in advanced integrations that allow brands to view cross-channel performance holistically, affiliate managers can better demonstrate its impact and secure the budgets needed for continued growth.

A commitment to measuring incrementality is essential for optimising investment, demonstrating success, and advocating for future investing in the affiliate channel.

Diversification Beyond Google: Increased focus on first-party data

The APMA findings underscore an over-reliance on Google, with over 80% of affiliate traffic tied to the platform – a potentially risky dependence as Google continues to adjust its algorithms and policies. To build resilience, the industry is prioritising first-party data collection, empowering brands and publishers to strengthen customer relationships and reduce dependency on external platforms. This approach not only secures customer data but also allows affiliates to diversify their traffic sources beyond Google by leveraging platforms like email, TikTok, and SEO to create a more balanced and resilient marketing mix. As we move into the lead generation section, we'll explore how to harness first-party data to drive growth and adapt to this evolving landscape.





Alexander Higson

Group Director,
CJ Leads

UNLOCKING GROWTH:

Harnessing First-Party Data and Affiliate Marketing for Brands

At PI Live 2024, lead generation emerged as a focal point, underscoring its strategic importance in today's marketing landscape. As Karol Kelner, Senior Business Development at CJ, emphasised, lead generation has evolved into a core strategy: it is a key driver for brands aiming to build lasting consumer relationships and foster sustainable growth.

With the deprecation of third-party cookies, businesses are increasingly shifting to first-party data collection to ensure they remain competitive and connected with their audience. This transition empowers brands to gain valuable insights into their audience, enabling them to deliver highly targeted and personalized marketing experiences.



UNLOCKING GROWTH:

Harnessing First-Party Data and Affiliate Marketing for Brands

The Shift Towards First-Party Data Collection

With increasing privacy regulations and the decline of third-party cookies, first-party data has become essential. At Advertising Week New York, PayPal unveiled its [new](#) advertising platform, leveraging first-party data from 400 million users and 225 billion transactions to provide advertisers with cross-merchant and market share insights. Lead generation campaigns are spearheading this shift, offering brands a direct channel to collect data, build trust, and deliver more relevant consumer experiences.

Enhancing Value Exchange in Lead Generation

Today's consumers are increasingly selective about sharing personal information and expect tangible benefits in return. **In the UK, 61% of consumers are willing for advertisers to use their data to personalise ads and offers,** provided the content remains free and the data anonymous.

This underscores the importance of offering compelling incentives – such as exclusive content, time-sensitive promotions, or insightful resources – to encourage data sharing and build robust customer relationships.

Emphasising Lead Nurturing for Conversion

Acquiring leads is merely the first step in a complex customer journey; nurturing them through personalised and timely communication is essential to drive conversions. [Nurtured leads have a 23% shorter sales cycle compared to non-nurtured leads.](#) Implementing strategies such as segmented email campaigns, retargeting ads, and personalised content can significantly enhance the customer journey, leading to higher conversion rates. These tactics not only enhance engagement but also guide leads through the sales funnel, ultimately resulting in shorter sales cycles.

Empowering Brands in the Evolving Landscape

[CJ Leads](#) leverages the affiliate marketing model to generate high-quality leads for clients. By collaborating with a diverse network of publishers, CJ enables brands to reach targeted audiences effectively. This approach not only facilitates the acquisition of valuable first-party data but also ensures compliance with evolving data privacy regulations.

Preparing for 2025: Key considerations for Lead Generation success

Looking ahead to 2025, here are four strategic priorities for lead generation:

- De-risk and identify your sources
- Embrace feedback loops
- Verification and fraud detection
- Nurture as a core strategy

By embracing these strategies, brands can navigate the complexities of modern lead generation and can stay prepared for evolving challenges while strengthening their lead generation approach.

How to get started with CJ Leads

Ready to elevate your lead generation strategy?

01

Assess Your Current Approach

Evaluate your existing lead generation tactics to identify areas for improvement.

02

Engage with CJ

Connect with CJ's team to explore tailored solutions that align with your business objectives.

03

Implement and Optimise

Leverage CJ's expertise to launch and refine lead generation campaigns, ensuring continuous growth and success.



**Lindsay
Alesso**

Director, CJ Influence

MORE THAN A TACTIC:

Affiliate Amplifies Creator Value Beyond the Campaign

At CreatorFest 2024, the discussion focused on the evolution of influencer marketing from a one-time promotional tactic to a strategic, multifaceted channel crucial to modern marketing. As Lindsay Alesso, Director of CJ Influence, explained, affiliate technology is now

central to driving measurable and sustained influencer marketing results. This shift enables brands to transition from isolated campaigns to deeper, long-term partnerships that benefit both brands and influencers.

MORE THAN A TACTIC:

Affiliate Amplifies Creator Value Beyond the Campaign

Influencer Marketing as a Strategic Channel

Today's influencer marketing has evolved into a robust, full-funnel channel that extends beyond mere promotions. In the UK, [ad spending on influencer marketing is projected to surge by £444.6 million \(+48.51%\)](#) between 2024 and 2029. This marks the eleventh consecutive year of growth, with spending estimated to reach a peak of £1.4 billion in 2029. Advanced technology now empowers brands to track and optimise influencer-driven sales and engagement, solidifying influencer marketing as a core component of comprehensive marketing strategies.

The Power of Affiliate Technology in Influencer Marketing

Integrating affiliate principles into influencer campaigns provides structure and long-term partnership potential. This approach offers creators steady revenue streams and strong brand alignment, while brands benefit from

scalable campaigns and valuable insights across the entire customer journey. In an era where influencer marketing must deliver tangible ROI, **affiliate-style tracking enables both brands and influencers to measure success accurately.**

Supporting Influencers to Build Sustained Revenue Streams

Beyond one-time promotions, brands and influencers are now forging long-term partnerships to foster authentic brand advocacy and sustained engagement. Data reveals that these enduring relationships can boost engagement rates by up to 2.3 times compared to single campaigns. This ongoing collaboration benefits both parties, as brands can cultivate loyal audiences while influencers expand their reach in meaningful ways. By prioritising long-term partnerships, brands can unlock the full potential of influencer marketing and achieve lasting results.



Getting Started with Transformative Influencer Partnerships

Interested in elevating your influencer marketing approach?

01

Evaluate Your Strategy

Analyse your current influencer partnerships to identify opportunities for improvement through affiliate principles.

02

Partner with CJ

Connect with our CJ Influence team to explore how affiliate technology can streamline and scale your influencer campaigns.

03

Implement and Optimise

Leverage CJ's insights to build enduring, impactful influencer relationships that align with your brand's goals.



Stacey Georgoulis

Vice President, Strategic
Partnerships & Solutions,
CJ

BEYOND BOUNDARIES:

Retail Media's Role in Shaping Tomorrow's Commerce

Retail media has emerged as a significant force in the digital landscape, rapidly transforming the industry. Key statistics underscore this trend:

In the UK, retail media reached £3 billion in just seven years, outpacing the growth rates of both social and search.

- 75% of consumers actively utilise retailer apps or websites during in-store shopping, highlighting the increasing convergence of physical and digital experiences.
- 73% of consumers anticipate higher-quality personalised experiences within retail media touchpoints. (Source: Econsultancy & GroupM)

Retail media is rapidly reshaping digital consumer engagement as brands recognise its potential to drive significant revenue growth. In 2023, [88% of brands and 89% of retailers](#) saw positive impacts from retail media, underlining its pivotal role in today's purchase journeys. As Pedro Ramos emphasised in his session "Retail Media Revolution: Redefining the Purchase Funnel," retail media is evolving beyond a mere growth channel into a comprehensive ecosystem that integrates creativity, data, and commerce." This transformative shift is redefining the purchase funnel by bringing together multiple touchpoints highly relevant to today's consumers.

BEYOND BOUNDARIES:

Retail Media's Role in Shaping Tomorrow's Commerce

Booming UK Commerce and Channel Diversification

[Global ecommerce sales surged to \\$5.8 trillion in 2023](#), with the UK's online retail sector playing a pivotal role in this growth. The UK's online retail market is poised for continued expansion through 2026. UK-based retail giants like Tesco and Dunhumby are investing heavily in RMNs, recognising their potential to reach consumers across diverse platforms. Retail media empowers UK brands to connect with audiences at crucial touchpoints, including livestream shopping, social commerce, and connected TV, ensuring consistent engagement in the omnichannel era.

Blurred Lines: Media, Commerce, and the Consumer Experience

[With 30% of UK retail sales now happening online](#), digital interactions play a pivotal role in shaping purchase decisions and retail media has emerged as a crucial tool for driving consumer engagement and conversions. UK consumers demand highly personalised experiences, [with 73% expecting brands to enhance personalisation efforts](#). Retail media delivers on this expectation by seamlessly blending social commerce, influencer shops, and connected TV. This **integrated approach enables brands to create seamless customer journeys from discovery to purchase**, making it particularly relevant for the UK market where consumers often engage with brands both online and in-store.

UK Leads Omnichannel Growth and Retailer Transformation

Retailers are evolving into technology and data innovators. By investing in data monetisation and RMNs, they are establishing retail media as a

cornerstone of their omnichannel strategies. Globally, retail media revenue surged to \$119 billion in 2023, with the UK emerging as a significant player in the European market.

Retail media has traditionally revolved around advertising solutions offered directly by retailers and marketplaces, enabling brands to promote their products within these ecosystems. CJ takes this further with a range of solutions designed to connect brands and partners with audiences at crucial touchpoints. As a key growth enabler, [CJ Marketplaces](#), is a tailored solution that extends and evolves the traditional retail media model.

CJ MARKETPLACES

Empowering Brands and Affiliates on Amazon

CJ Marketplaces empowers brands to access Amazon's high-converting audience with enhanced control, transparency, and customisation. This innovative approach positions CJ at the forefront of retail media's next chapter, supporting brands in achieving scalable, omnichannel growth.

Key Features and Advantages of CJ Marketplaces

Seller-Determined Commission Rates

Brands maintain control over their budget and incentives by setting their own commission rates.

Product-Level Commission Rates

Strategically incentivise specific product promotions with tailored commission rates.

Extended Cookie Duration

Maximise returns on partnerships by attributing sales to publisher efforts over a longer timeframe.

Customisable Links

Direct customers and track campaign performance with tailored links.

Global, Transparent Publisher Network

Benefit from a vast, vetted network of publishers, ensuring brand safety and campaign effectiveness.

Unified Platform for Management and Reporting

Streamline operations with a single, user-friendly platform for all performance marketing management and reporting needs.

How to get started with CJ Marketplaces

Ready to elevate your Amazon Affiliate strategy?

01

Authorize API Access

Grant CJ access to your Amazon Attribution API with no technical setup needed.

02

Launch Campaigns

Access CJ's dashboards to set custom commission rates, select partners, and start tracking performance.

03

Optimise and Grow

Use CJ's real-time data to optimise campaigns, maximise reach, and build stronger relationships with top publishers.



Pioneering the affiliate industry, CJ (formerly Commission Junction) has established itself as the industry leader in global performance marketing. Founded in Santa Barbara, California in 1998, we offer the largest, most reliable partnership-based platform, renowned for exceptional service and a personal touch.

We empower over 3,800 global brands across various verticals, including retail, travel, finance, and network & home services, to drive profitable growth. Our technology fuels a robust partnership ecosystem, connecting publishers and brands to billions of consumers worldwide.

As part of Publicis Groupe, aligned with Publicis Media, we leverage unparalleled data, technology, and strategic expertise to deliver a truly customer-centric approach to performance marketing. In an ever-evolving industry, trust CJ to navigate the future with confidence.

Stay informed by visiting [Junction.cj.co.uk](https://junction.cj.co.uk), CJ's home for industry and network insights.

For press inquiries and republishing rights, contact Brandi Chilton, brandi.chilton@cj.com

For more affiliate insights and reports, stay in touch with CJ:



CJ Affiliate

The world's largest affiliate marketing solution drives \$16B+ in annual sales by facilitating partnerships for publishers and brands across all verticals, including Retail, Fashion, Travel, Finance, B2B, Software, Home and Garden, and more.

CJ Leads

CJ Leads has raised the bar for lead generation worldwide, consistently delivering unparalleled transparency, scale, and compliance. We help hundreds of brands drive millions of leads, with response rates 20+% above industry standards.

CJ Influence

CJ Influence is changing the face of creator-led marketing by uniting social and performance marketing best practices and measurement. We help hundreds of brands deliver impact at the intersection of branding and performance with a network of 25M+ global influencers.

CJ Marketplaces

CJ Marketplaces is your one-stop solution, packed with powerful features to streamline operations and maximise sales. Amplify your performance with Amazon, TikTok, and more.