



PARTNERCENTRIC PERNIX

# Strategic Management and Affiliate Attribution Alignment with PartnerCentric and Pernix

## WHAT IS PERNIX?

- Pernix is a proprietary server-side technology solution that aligns sales and costs from performance platforms and networks to the brand's own source of attribution truth (Google Analytics, Adobe Analytics, etc.).
- Pernix allows digital marketers to have complete transparency to the source of sales and which publishers are driving sales that are aligned with the brands' chosen attribution.
- **On average, Pernix clients are seeing a 26% over-attribution once our team runs a custom analysis of their program.**

## HOW TO PERNIX AND PARTNERCENTRIC WORK TOGETHER TO BENEFIT MY BRAND?

- PartnerCentric provides tailored management that considers your brand's larger business goals and internal source of truth. This allows the team to cultivate and implement innovative strategies and partnerships that provide the most value and highest ROI.
- Pernix allows brands to re-invest in the affiliate channel with confidence because they know with full certainty that sales through the channel are truly incremental to their business.
- Pernix seamlessly aligns to your brand's attribution source of truth so you can reward those publishers who actually added value and have full clarity into how your budget is spent.

## CAN I USE PERNIX IF I HAVE A BRAND NEW PROGRAM?

Yes, by working with Pernix from the beginning, your program is automatically set up for success and you can get a truly accurate picture of your digital efforts.

## I AM ON A MAJOR AFFILIATE NETWORK. WHY DO I NEED PERNIX?

Tracking tags that major affiliate networks use were revolutionary when first implemented but the inaccuracies inherent to third party tracking tags make the technology incapable of carrying the industry forward.

## CLIENT SPOTLIGHT

A popular global retailer of unique socks and underwear (and PartnerCentric client) tapped Pernix to eliminate the conflicting data between what their network tracked and what their own Google Analytics reported. By excluding sales that were not truly last click by affiliates, the company saved approximately 15 percent and saw a 135 percent increase in Return On Ad Spend.

Ready to get started with PartnerCentric and Pernix?  
Reach out to [Craig.McGlynn@partnercentric.com](mailto:Craig.McGlynn@partnercentric.com)