



Over 1 million sales generated by 2Performant for online stores in 2020

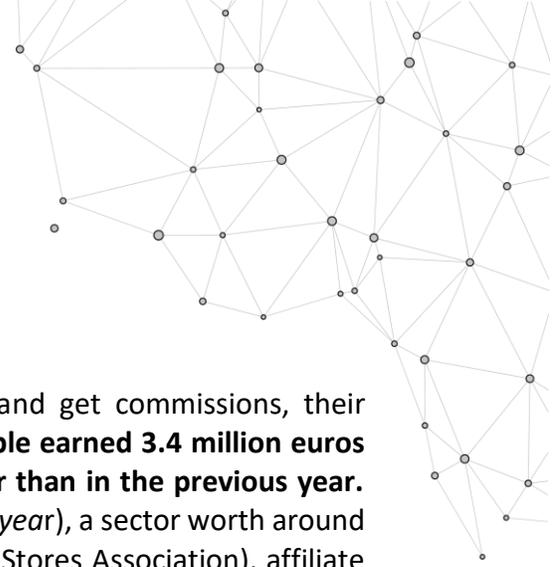
- **Affiliates brought over 55 million clicks and over 1 million sales to 2Performant online stores, 28% more than last year**
- **3,445 digital natives earned 3.4 million euros in commissions through 2Performant, 26.8% more than in 2019**
- **Romanians made online purchases mainly from mobile phones and purchased products adapted to the pandemic context**
- **The average value of the shopping cart increased by 5.7 percent in 2020 and reached 49.70 euros without VAT**

2020 meant a change in the general paradigm, and in the context of the accentuated digitalization imposed by the pandemic, e-commerce was certainly one of the stars of the year that just ended. Changes in the consumers' consumption habits and the predominance of online purchases have led to significant increases in the eCommerce sector and related fields. To stay active, companies have begun to focus more and more on online commerce, and in this effort to adapt to new consumer habits, affiliate marketing has been a real help. Recently listed on the AeRO market of the BSE (stock symbol [2P](#)), **2Performant, the technology company** that develops, operates, and monetizes the integrated affiliate and influencer marketing platform [2Performant.com](#), announces that it has **brokered over 1 million sales for online stores on its platform in 2020, 28% more than in the previous year.**

In other words, affiliates, digital natives who promote online stores through 2Performant, have contributed to increasing sales for them, while earning their own commissions. **Over 55 million clicks** were registered within the 2Performant platform throughout 2020, which means that, on average, affiliates brought more than 4.6 million clicks per month to the stores registered on the platform. For each click generated by affiliates through 2Performant, online stores received almost one euro from sales (more precisely, 1 click = 0.9 euros).

Affiliate marketing is defined as cost-per-sale advertising and is a very cost-effective tool for online stores. Thus, **for every euro invested in affiliate marketing, an online store earned an average of 14.86 euros last year**, probably the best ROI an online store can get. Also, the actual number of online stores that have recorded sales through 2Performant in 2020 increased by 2.3% compared to the previous year, reaching 785.





Regarding the digital natives who promote these stores and get commissions, their number increased by 15.5% in 2020 compared to 2019; **3,445 people earned 3.4 million euros from commissions through 2Performant, an amount 26,8% higher than in the previous year.** Thus, amid growth in the eCommerce sector (*30% over the previous year*), a sector worth around 5.5 billion euros in 2020 according to ROSA (The Romanian Online Stores Association), affiliate marketing can play an important role in boosting online sales, with very high prospects for the coming years.

"In 2020, affiliate marketing has proven its relevance as a sales tool helping stores attract new consumers online, but to also reach their envisioned market goals. In the 2Performant portfolio there are online stores for which affiliate marketing amounts to 70% of their total turnover, but, at the same time, there are also retailers for which affiliate marketing contributes 2 or 3 percent to their desired market share. One million sales is a figure that could not have been achieved without the involvement of a growing number of affiliates, namely without the time, money, expertise, and patience that they each contributed. Some of them are established partners of our affiliate marketing network, while others are people who have opted for professional retraining in the context of the shifting 2020 job market.", says **Dorin Boerescu, CEO of 2Performant.**

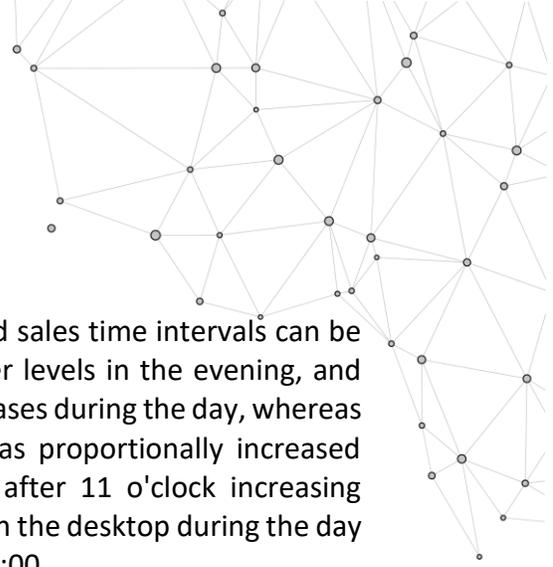
Great variety of product categories sold, new online shoppers

According to 2Performant company data, **the average shopping cart value for 2020 was 49.70 euros VAT excluded, 5.7% more than 2019.** Regarding product categories, we can consider **the distribution of these categories in total sales:** 27.5 % for Fashion, 25.7% for Books, Movies & Music, 13.7% for Beauty, 7.1% for Electronics IT&C, 6.8% for Babies Kids & Toys, 5.4% for Home & Garden. This distribution shows Romanians choosing to buy those products that were best suited to the new pandemic-imposed lifestyle, online. The top three product categories registering the highest sales increases in 2020 compared to the previous year are *Sports & Outdoors*, followed by *Beauty*, and *Babies, Kids & Toys*.

How does the Romanian online buyer behave?

The lifestyle changes imposed by the pandemic were reflected not only in Romanians' preference for certain products but also in their online shopping habits. Thus, in 2020, mobile sales increased slightly, with 65.6% of total sales made on mobile devices versus 34.4% on desktops (compared to a distribution of sales of 63.6% on mobile and 36.4% on desktop in 2019), a trend noticeable as early as 2018.





At the same time, changes in behavior in terms of traffic and sales time intervals can be observed. In 2019, mobile traffic and transactions registered higher levels in the evening, and desktop registered higher levels in terms of online activity and purchases during the day, whereas in 2020, in the pandemic context, online stores website traffic has proportionally increased during the morning on mobile and desktop, with mobile traffic after 11 o'clock increasing progressively, and desktop traffic declining. Most sales were made on the desktop during the day between 11:00 and 15:00, and on the mobile between 20:00 and 22:00.

2Performant

2Performant is a Romanian technology company that develops, operates, and monetizes [2Performant.com](https://2performant.com) - an integrated affiliate and influencer marketing platform. Through this platform, businesses can call on partners, affiliates, and influencers, with whom they can work through the two collaboration models available at the moment: affiliate marketing and influencer marketing. 2Performant is a company listed on the AeRO market of the Bucharest Stock Exchange, under the symbol [2P](#). According to company data, 2Performant is the largest local source of traffic for Romanian online stores, generating about 4.5 million monthly clicks for clients in their portfolio.

With a 12-year activity, the company is the one that launched Romania's first affiliate marketing network, under the name *2Parale.ro*. Three years later, it entered the Bulgarian market. In 2016, the platform and all operations migrated to *2Performant.com*, a new technical solution and a new mode of operation with an emphasis on self-service and prepay as a payment solution. So far, the company has invested over 1 million euros in technology to increase performance, streamline processes, launch an influencer marketing platform, and improve the user experience (UX & UI).

With a unique vision for the *uberization* of marketing based on performance and transparency, over its years of activity, and through its affiliate marketing platform, 2Performant has managed to generate sales worth over 227 million euros, through more than 424 million clicks, for over 600 Romanian and regional eCommerce players, from over 30 industries.

