

# AFFILIATE-MARKETING LANDSCAPE GERMANY

Advertiser Ad-Spendings in Germany: > 1 bn € in 2021

Excluding Partner Networks of:



## Public Networks



## Private Networks & Technologies



## Sub-Networks



## Special PUB-Solutions (WL)



## PR & Info-Portal



## Tech-Solutions & Analytics

Deduplication & Attribution



Mobile & Cross Device Tracking



Consent Mgmt. Plattform (CMP)



Dashboards & Tools



## Conferences & Awards



## Performance Agencies



## Publisher Verticals

Cashback & Loyalty	Deals	Voucher (SEO)	Price Comparison	E-Mail	Social Media & Influencer	Blogs & Content	Display & NativeAds	On/Off-Site Converter	Check-Out Converter	CSS	Open Banking