impact.com

The Global State of

Affiliate *Marketing*

in 2025: SINGAPORE AT A GLANCE

How brands in Singapore are driving measurable growth through performance partnerships

Singapore marketers invest more deeply in

Affiliate Marketing

As acquisition costs rise, brands are reevaluating their growth strategies.

Affiliate marketing has evolved into a key performance engine: delivering ROI, efficiency, and long-term customer value.

Key stats:

42% of marketers allocate **21–30%**

of their total marketing budget to affiliate marketing.

Nearly **1 in 3 marketers** dedicate **over 30%**

of their marketing budget to affiliate marketing.

In 2026:

55% of brands plan to slightly increase affiliate budgets.

25% expect a significant increase in budget.

17% expect no change

Only **3%** plan to decrease.

Source: Singapore Marketer Survey (n=60), The State of Affiliate Marketing (2025)

Question: How do you expect your affiliate marketing budget to change in the next year, considering your overall marketing strategy and the performance of your affiliate program?

Trust in *affiliate performance* drives continued investment

Affiliate's proven ROI and resilience are fueling greater investment.

Brands in Singapore are leaning in, shifting from short-term testing to long-term strategy.

65% *of brands* in Singapore report **stronger ROAS** from their affiliate programmes over the last year, compared to other marketing channels they use.

75% *increased* **affiliate investment** this year due to rising costs in other marketing channels.

Affiliate delivers *measurable returns*

The industry's confidence in affiliate marketing is clear. As brands face mounting pressure to optimise budgets and prove ROI, affiliate marketing continues to stand out as a reliable, performance-driven lever for long-term growth.

A reliable revenue driver

Affiliate marketing is no longer a side channel, it's a core growth driver.

As affiliate models mature, more brands are integrating partnerships into *broader revenue strategies*, moving beyond cost-efficiency toward *sustained, data-driven growth*.

48% of brands in Singapore report generating *21–30% of their total revenue* from affiliate marketing.

8% report that their affiliate programme contribute to *over half their total revenue*.

Source: Singapore Marketer Survey (n=60), The State of Affiliate Marketing (2025)

Question: What percentage of your company's revenue is generated from your affiliate progamme?

How brands *measure success*

Marketers in Singapore are increasingly focused on proving tangible business results from their affiliate programmes.

Top affiliate success metrics:

Return on investment (ROI)	*Return on ad spend (ROAS)*	*Customer engagement rate*	*Conversion rate*
33%	27%	27%	25%

Source: Singapore Marketer Survey (n=60), The State of Affiliate Marketing (2025)

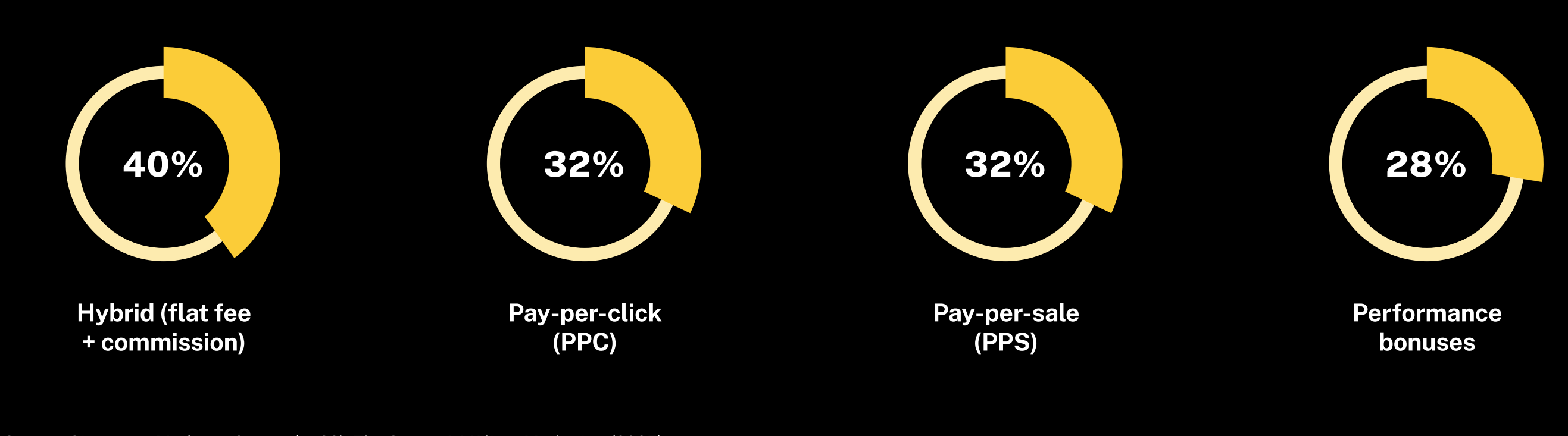
Question: What metrics does your company use to measure affiliate partner success? Select all that apply

Note: Only top 4 responses shown

The modern *partnership model*

Affiliate partnerships are evolving for flexibility and shared value. As affiliate marketing matures, brands in Singapore are rethinking traditional one-size-fits-all compensation structures to reward performance more effectively and foster long-term collaboration.

Common compensation models used:



Source: Singapore Marketer Survey (n=60), The State of Affiliate Marketing (2025)

Question: Which compensation models do you use for your affiliate partners? Select all that apply

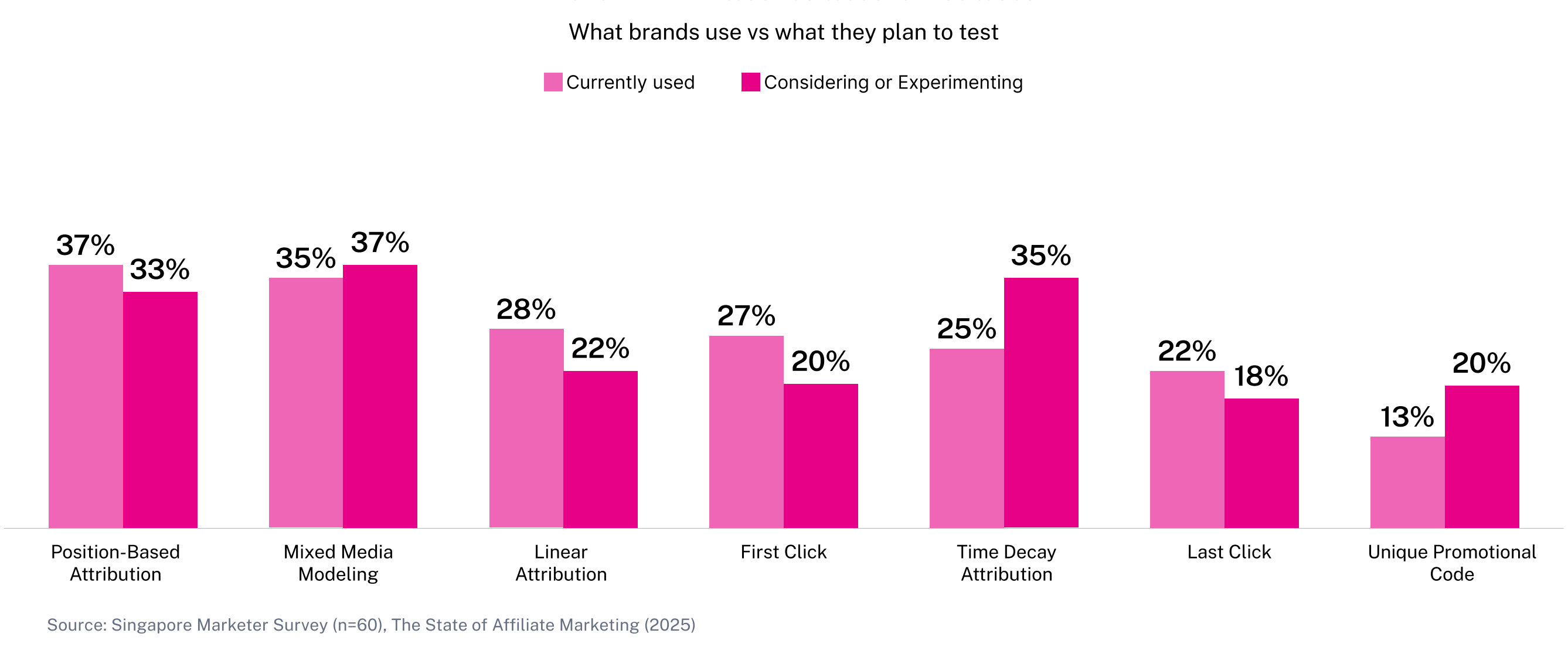
Note: Only top 4 responses shown

Smarter attribution *for stronger performance*

Brands in Singapore are refining how they measure impact, shifting toward models that capture value across the entire customer journey rather than just last-click results. This also reflects a more nuanced approach to performance measurement, striking a balance between data precision and adaptability in a market where last year's playbook is already outdated.

The shift in *attribution models*:

What brands use vs what they plan to test



Source: Singapore Marketer Survey (n=60), The State of Affiliate Marketing (2025)

Question: Which sales attribution models does your company currently use, and what alternative sales attribution models are you considering or experimenting with for the coming year? Select all that apply

Note: The "experimenting with" data excludes "Not applicable", "I'm not sure" responses.

Challenges to scale

Even as partnerships evolve, brands still face familiar hurdles with their affiliate programmes.

The biggest challenges?

37% of marketers reported *"budget constraints"* and *"changing consumer behaviour"*

25% of marketers reported *"data privacy"*, *"partner recruitment"*, and *"technical/tracking issues"*

Source: Singapore Marketer Survey (n=60), The State of Affiliate Marketing (2025)

Question: What are the 3 biggest challenges you experience with your affiliate marketing programmes?

Note: Only top responses mentioned

The booming creator economy in Singapore is driving investment

Creators are now full-funnel partners, delivering measurable performance and brand impact. Smart brands no longer see them as just top-of-funnel players but as key drivers of growth.

2026 budget allocation to influencer partnerships:

48% plan to dedicate **25% - 50%** of their affiliate budget to influencer partnerships in the next year

12% plan to dedicate **50%** or more of their affiliate budget to influencer partnerships

Source: Singapore Marketer Survey (n=60), The State of Affiliate Marketing (2025)

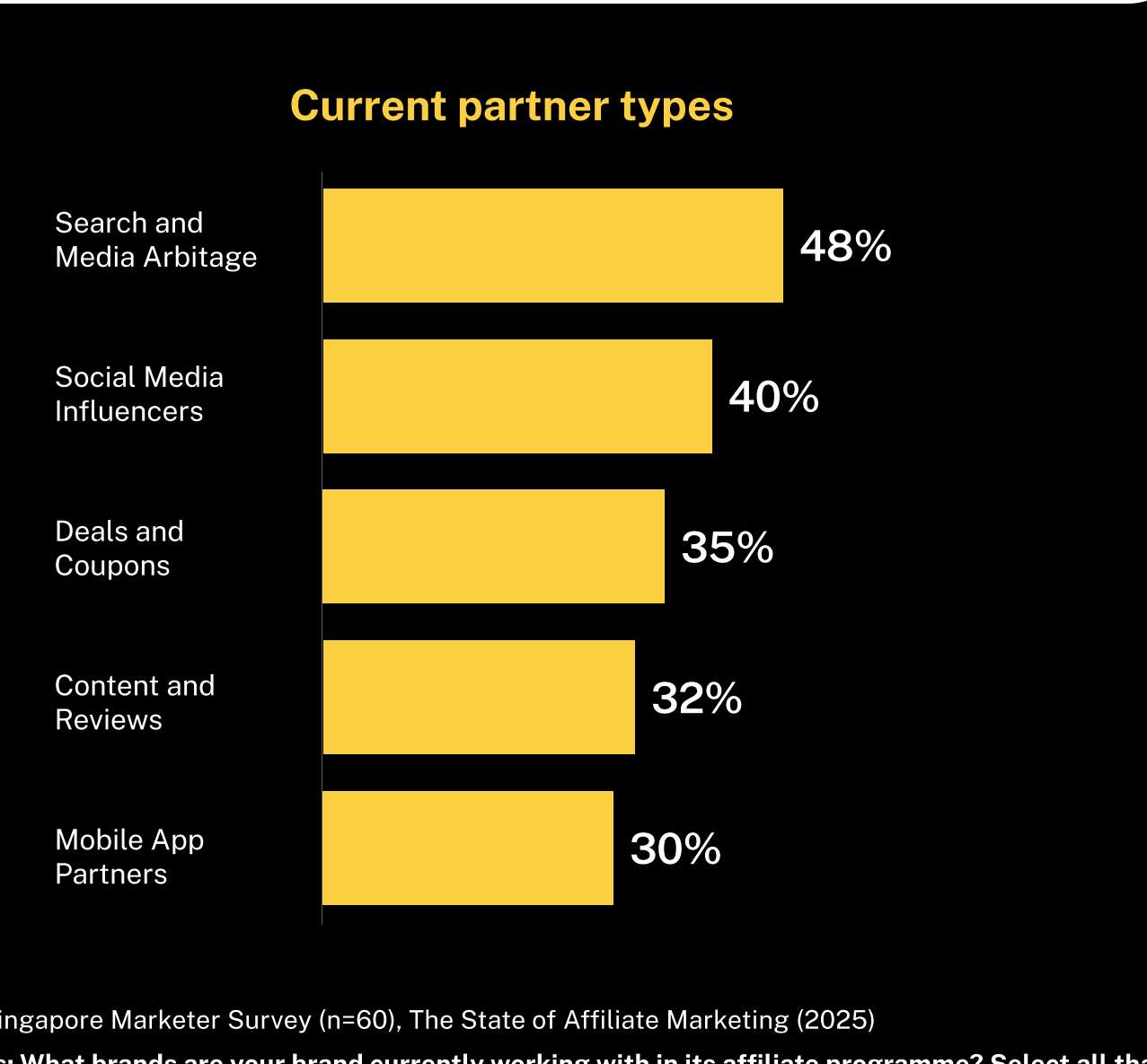
Question: How important are influencers for your affiliate marketing strategy in the next year?

The next wave: *shared-value partnerships driving cross-audience growth*

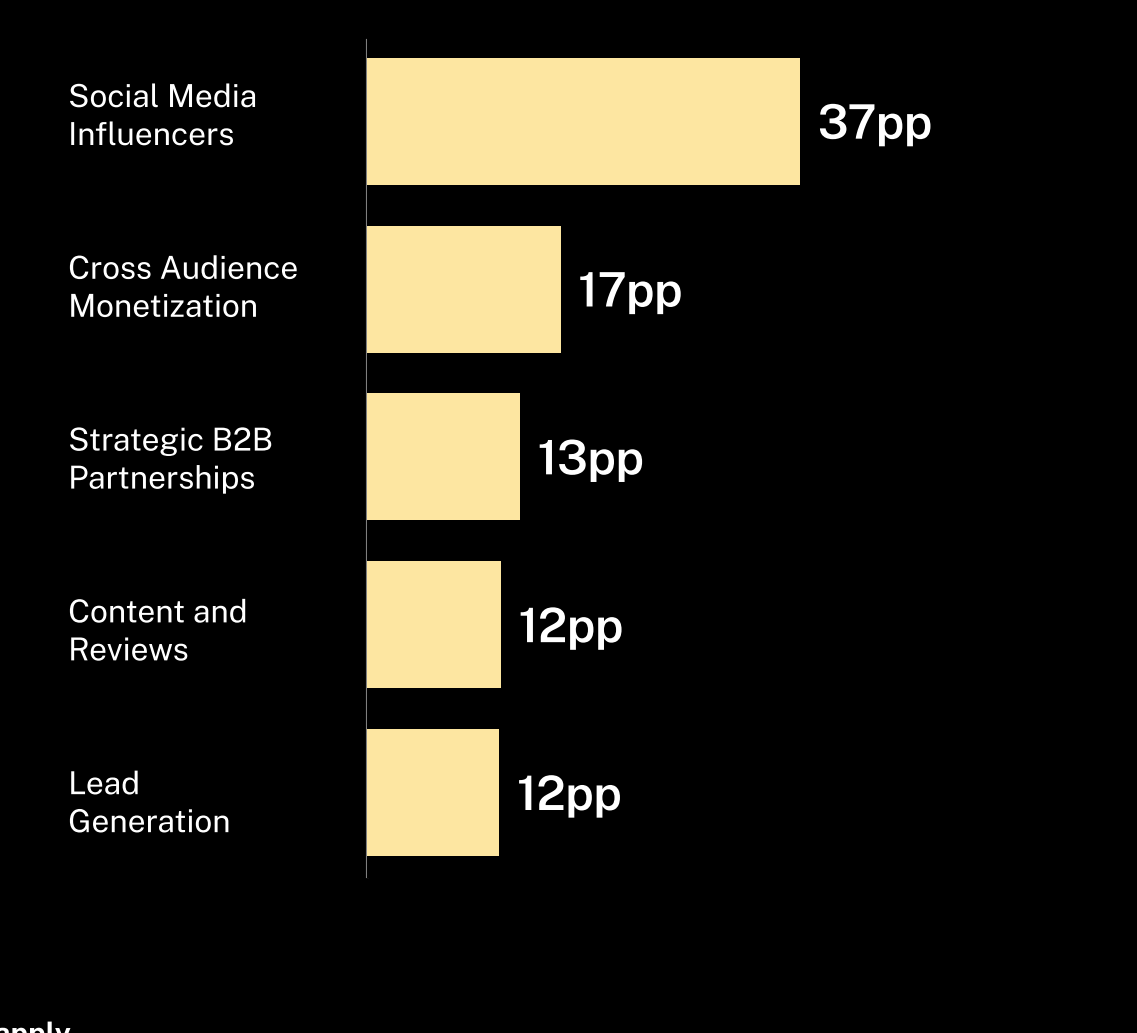
Singapore's affiliate landscape is maturing, shifting from one-off, transactional deals to multi-layered partnerships that unlock shared audiences and lasting value. As creativity and performance converge, influencer and brand collaborations are driving the next wave of growth and engagement.

Current partner types and expected future growth:

Current partner types



Net change in partner type collaborations



Source: Singapore Marketer Survey (n=60), The State of Affiliate Marketing (2025)

Questions: What brands are your brand currently working with in its affiliate programme? Select all that apply
Compared to your current affiliate program, which of the following partner types do you predict your brand will work with more frequently or dedicate more resources to in the future?
Compared to your current affiliate program, which of the following partner types do you predict your brand will work with less? Select all that apply

Note: *values represent the net percentage change in percentage points (pp) for predicted future collaborations, calculated as (% of brands expecting to increase - % of brands expecting to decrease)
Only top 5 responses shown

What drives *global affiliate success*

Brands expanding their affiliate programmes internationally focus on education, compliance, and communication.

Top strategies include:

- Providing affiliate training and resources on brand standards and local regulations *48%*
- Using technology to monitor affiliate content and compliance *42%*
- Establishing clear communication channels for international partners *33%*

Source: Singapore Marketer Survey (n=60), The State of Affiliate Marketing (2025)

Question: What specific strategies have you found most effective for ensuring programme success in these regions? Select all that apply

Note: 3 most common strategies shown

The Takeaway

Affiliate marketing in Singapore is no longer just a supporting channel, it's becoming a key growth engine for brands that want smarter, more measurable performance. As marketers double down on transparency and ROI, partnerships are proving their power to deliver both efficiency and impact.

With stronger returns, higher confidence, and deeper collaboration across creators, media, and commerce publishers, affiliate is shaping the next era of sustainable growth. The message is clear: partnerships aren't just performing, they're outperforming.

Source: impact.com Global State of Affiliate Marketing Report (2025)