

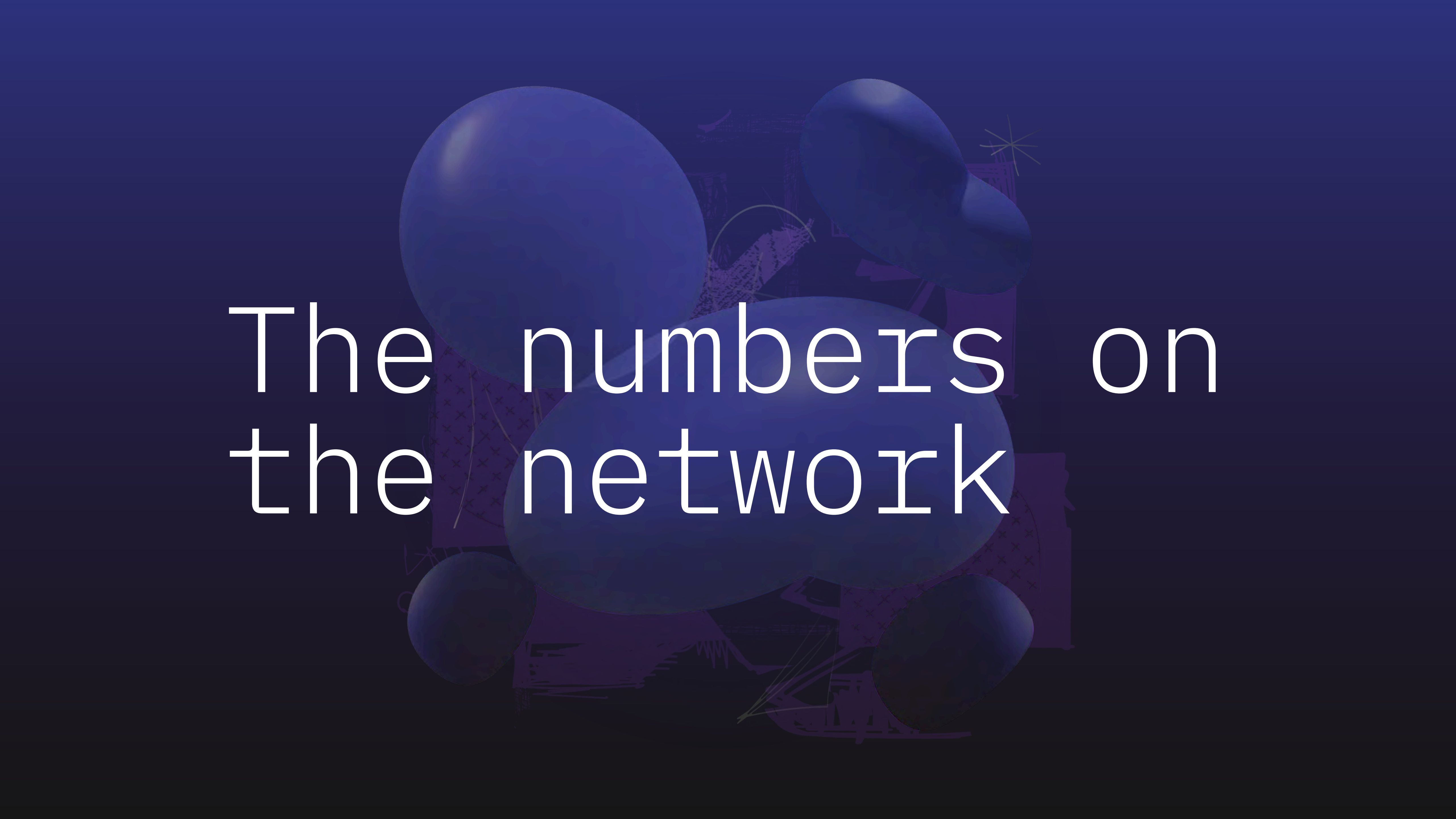
Tracking the Growth of Partnerships Revenue in the PartnerStack Ecosystem

LOOKING BACK ON HOW THE DATA FROM THE PAST YEAR SETS UP YOUR SUCCESS FOR 2025.

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This past year was full of milestones for PartnerStack — with record-breaking achievements in gross merchandise value (GMV), active partners and partner commissions. Partnerships provide stability, competitive conversion and customer acquisition costs (CAC) that consistently beats out other channels. Both SaaS brands and partners benefit from the growth engine that is the PartnerStack Network.

In this PartnerStack by the Numbers report, we're looking back on some of the biggest network wins and unpacking the numbers on how our ecosystem grew through channel revenue in 2024.



The numbers on
the network

Commerce flowing through PartnerStack is on the rise.

INSIGHT

For the seventh consecutive year, software sales flowing through the PartnerStack Network have reached new heights. This record GMV — which represents the vendors who report on revenue, meaning the true number is even higher — and points to the continued power of partnerships in keeping the ecosystem running — and fueling growth for B2B SaaS brands.

KEY METRIC

\$1.9B

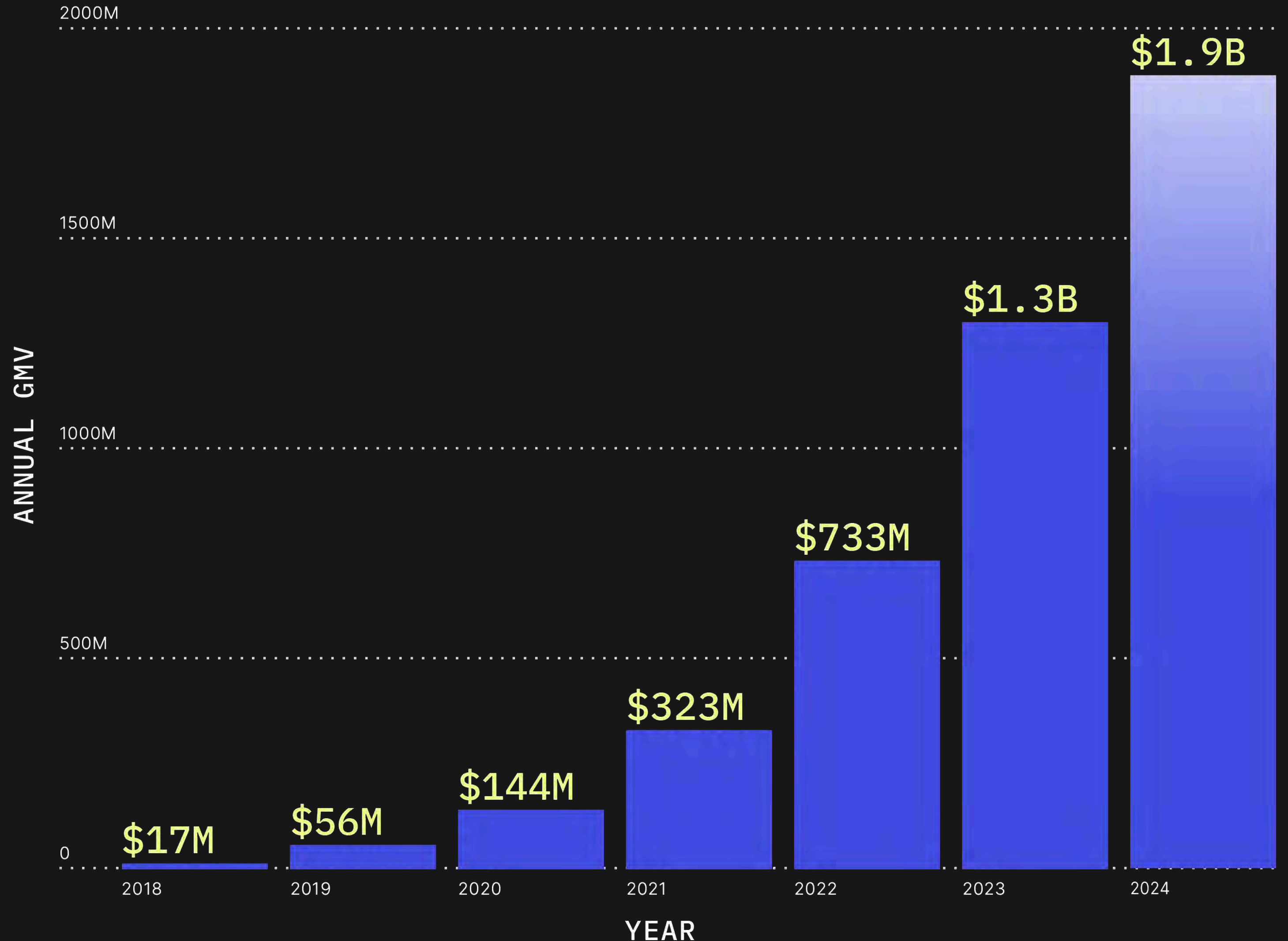
Total GMV earned through the PartnerStack Network

ACTION

See the real-time partner activity data in the [PartnerStack Globe](#).

[Learn more about PartnerStack](#)

PartnerStack's GMV (all-time)



PartnerStack generates predictable demand for SaaS companies through qualified customer signups

INSIGHT

SaaS brands within the PartnerStack Network have grown partnerships as a predictable and efficient customer acquisition channel — with qualified customer signups on the rise year-over-year. Through partnerships, B2B brands can extend the reach and revenue of their ecosystem, leading to more leads and closed deals.

KEY METRIC

↑46%

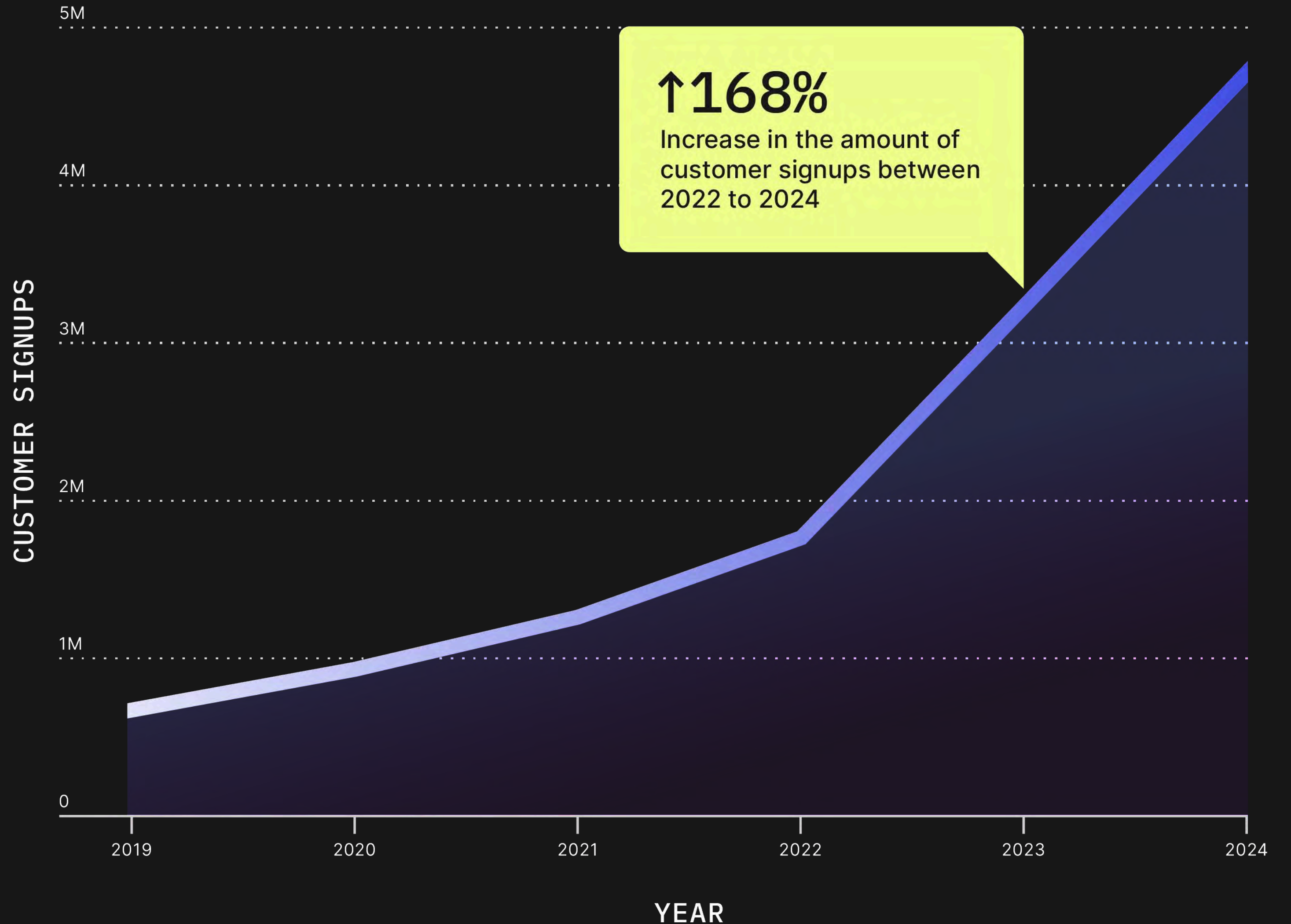
YoY growth in customer signups driven through the PartnerStack Network

ACTION

Looking to boost customer signups? Unlock the innovative strategies in our [guide to activated partnerships](#).

[Learn more about PartnerStack](#)

Qualified customer signups



Partners have earned a record high in commissions through PartnerStack

INSIGHT

In 2024, partners drove over half a billion dollars of revenue through the PartnerStack ecosystem. That not only means a 9% increase in total annual partner-driven revenue — with each active partner earning more than \$5K.

KEY METRIC

↑37%

Increase in annual commissions earned by partners on PartnerStack

ACTION

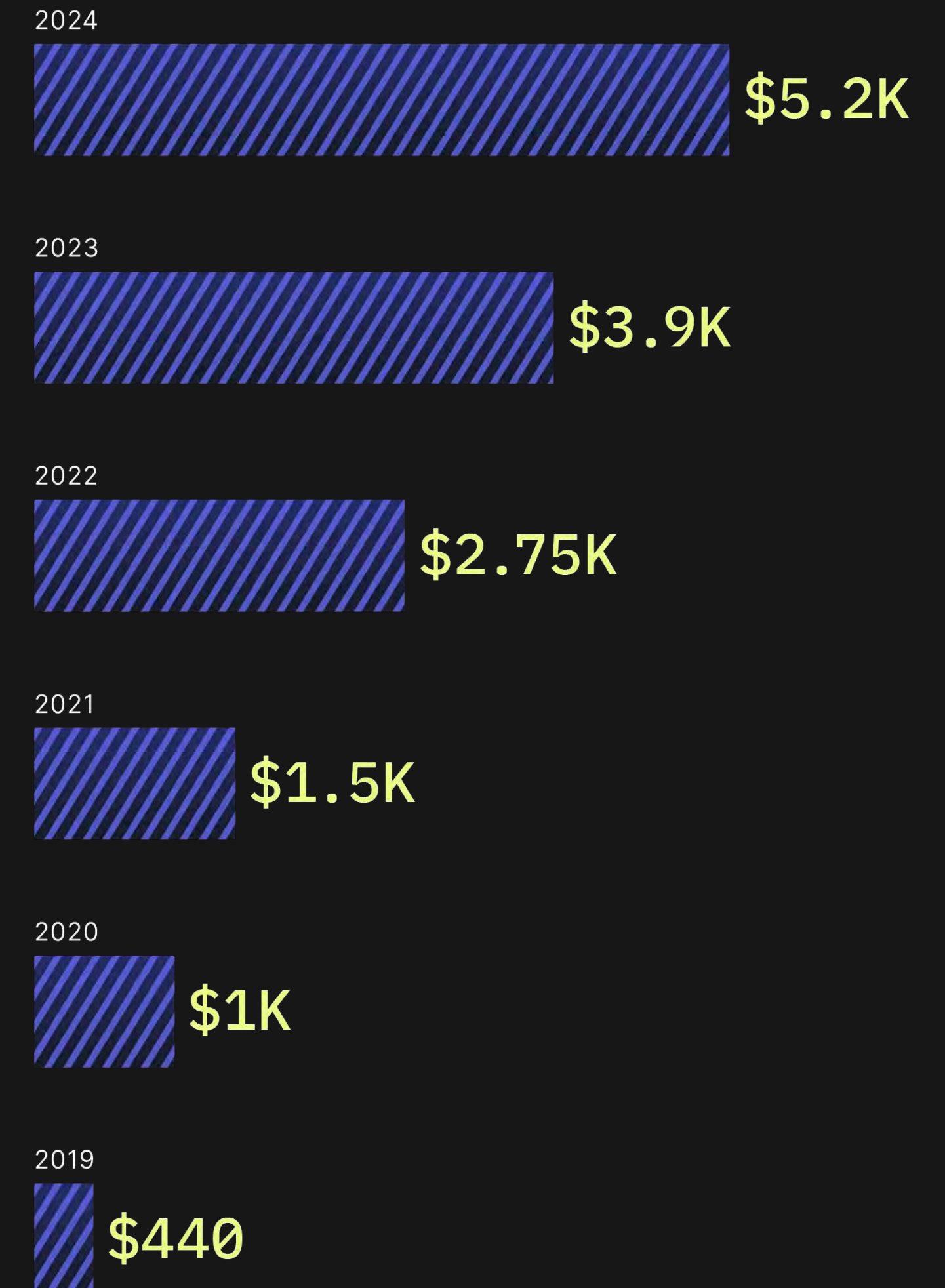
Ready to earn more commissions? These are **the top AI affiliate programs to maximize earnings.**

[Learn more about PartnerStack](#)

Annual partner commissions



PARTNER-DRIVEN REVENUE



AVERAGE COMMISSION AMOUNT

PartnerStack hits milestone 100K commission-earning partners within the network

INSIGHT

PartnerStack has the most quantity, quality and diverse network of partners in B2B. We are proud to celebrate over 106,000 active partners are earning commissions, resulting in real revenue through the PartnerStack Network.

KEY METRIC

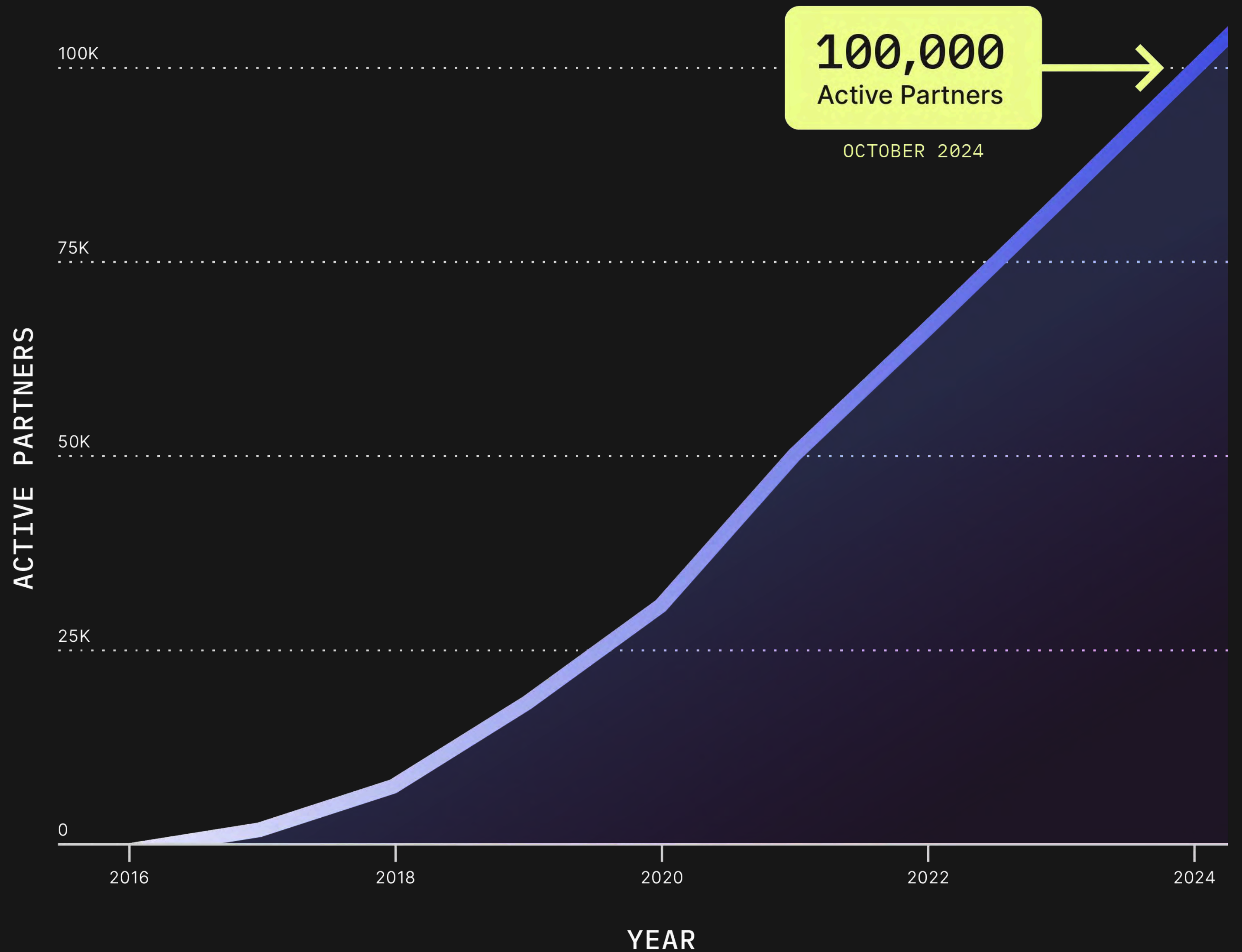
106,638
Active partners

ACTION

Check out the [PartnerStack Globe](#) — a real-time visualization of today's revenue activity. This is more than a network — it's a global community. Come be a part of it!

[Learn more about PartnerStack](#)

100K partners have earned commissions with PartnerStack





The numbers on mid-market and enterprise

Mid-market and enterprise SaaS brands drive substantial GMV through PartnerStack

INSIGHT

PartnerStack is a valuable growth engine for both MM (100-999 employees) and ENT (1000+) SaaS businesses, driving consistent revenue through partnerships. 2024 was the strongest year to date with an 11% cumulative YoY increase for MM and ENT.

KEY METRIC

82%

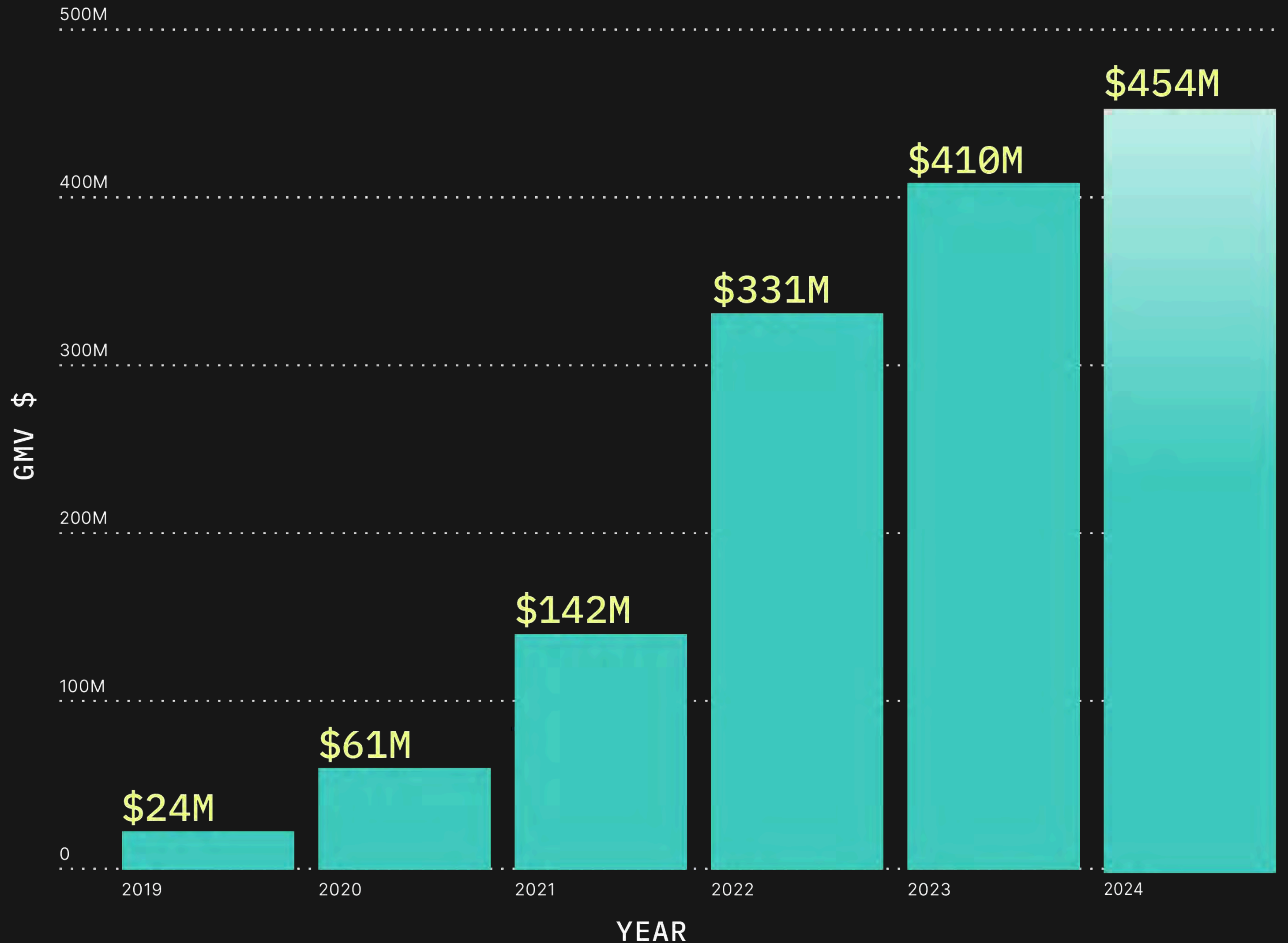
Amount of total GMV driven by ENT and MM

ACTION

Future-proof your business with scalable solutions. Learn how **PartnerStack** can grow enterprise partner programs.

[Learn more about PartnerStack](#)

Annual GMV by mid-market and enterprise segments



Mid-market and enterprise brands see surge in partner commissions in 2024

INSIGHT

More GMV means more commission-earning partners — and bigger might just be better with MM and ENT partner programs consistently surging in partner commissions year-over-year.

KEY METRIC

↑46%

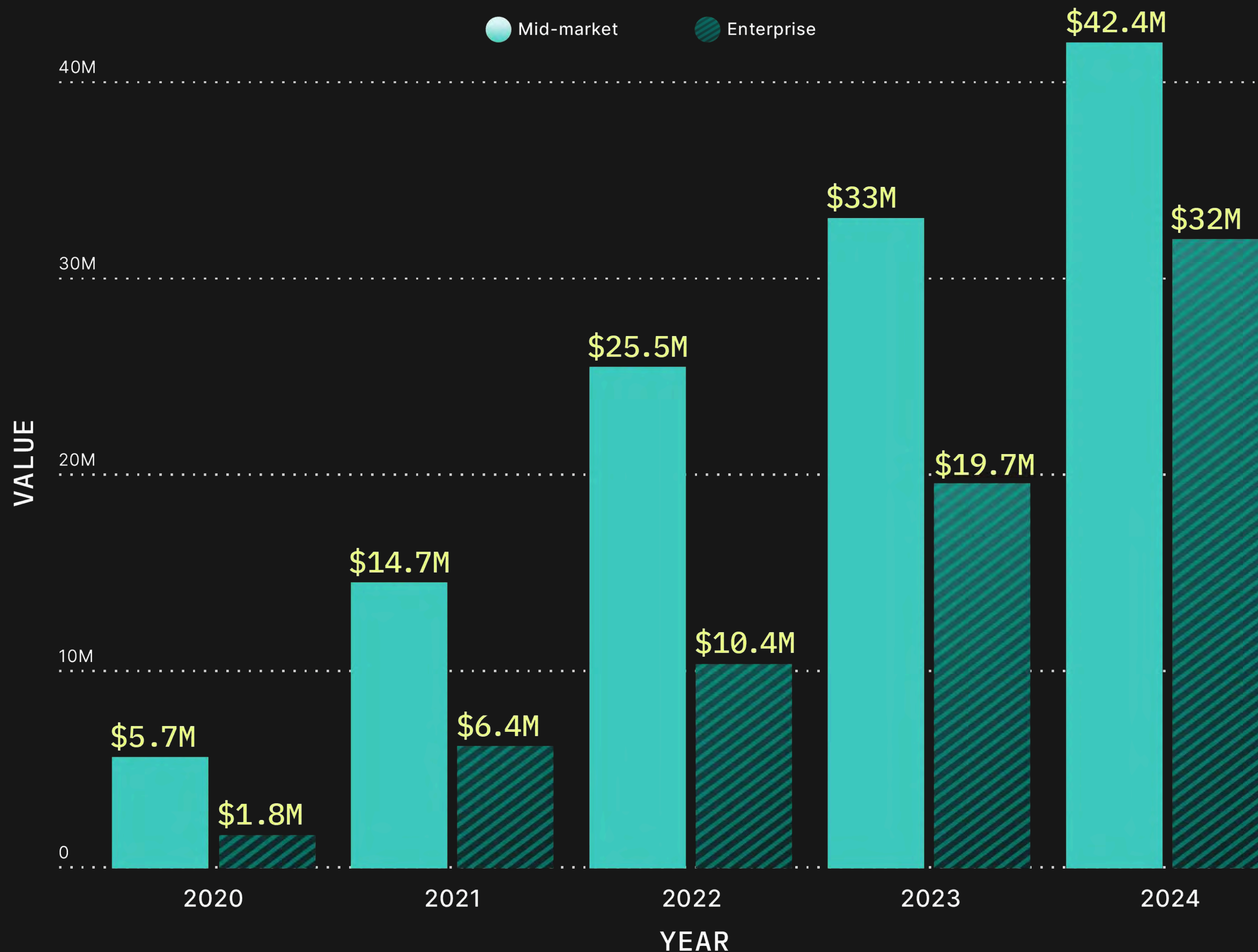
Increase in enterprise partner commissions (2023 to 2024)

ACTION

The landscape of enterprise partner programs is evolving. Learn from the [most talked about enterprise partner programs in 2025](#).

[Learn more about PartnerStack](#)

Growth in partner commissions by segment





Check out the full report on PartnerStack Research Lab

partnerstack.com/lab