

LinkHaitao Shortlisted for US Partnership Awards 2022

The nomination for Best Performance-Based Partnership recognizes LinkHaitao's collaboration with Rakuten Advertising and Macy's to drive growth in the Chinese market

**Best
Performance-Based
Partnership**



LinkHaitao

★macy's

Rakuten

Los Angeles, California Aug 15, 2022 ([Issuewire.com](https://www.issuewire.com)) - LinkHaitao, a leading performance marketing network focused on cross-border CPS advertising cooperation, has announced that it was named as one of the finalists in the US Partnership Awards 2022. Its collaboration with Rakuten Advertising and US retail chain Macy's titled "Unlock Amazing Growth from Chinese Customers" was shortlisted for the Best Performance-Based Partnership category. Results will be announced on the 7th

of September at the Sony Hall in New York, where the first-ever edition of the Partnership Awards will take place.

The US Partnership Awards was created to recognize and reward exceptional brand, influencer, and performance-based partnerships that fuel creativity, customer value, and business growth. For the inaugural edition of the event this year, the event will reflect on the outstanding efforts made by individuals and organizations that went above and beyond to address specific challenges that arose during the global pandemic.

The Best Performance-Based Partnership Award, which Linkhaitao is being considered for, seeks the best examples of partnerships with a tight focus on ROI with performance-based metrics covering either performance media or traditional CPA.

“Having been shortlisted in the Best Performance-Based Partnership category alongside many of the industry’s major players including Awin, Dentsu Affiliate, and Refersion is truly a great honor for LinkHaitao. Our work with Rakuten and Macy’s came with unique challenges, which we overcame as a team and have been rewarded for. This is a significant milestone because it means we are right on track towards our goal of becoming the best global performance marketing network,” said Caicai Chen, Head of LinkHaitao. “Sending out our congratulations to all the Partnership Awards nominees. We are looking forward to seeing everyone in New York,” she added.

US Partnership Awards 2022 will be co-hosted by PerformanceIN and Talking Influence. A panel of judges composed of the brightest and the most successful industry leaders will pick the winners in several other categories including Best Always-On Campaign, Best brand Engagement Campaign, Best Content Partnership, Best Data Innovation, and more. Visit www.partnershipawards.com/shortlist/ for the complete list of awards and nominees.

About LinkHaitao

Founded in 2014, LinkHaitao is Asia's Largest Cross-Border Performance Marketing Network. LinkHaitao maintains strong partnerships with over 19,000 global e-commerce brands including Macy's, Nordstrom Rack, Bloomingdales, Farfetch, Nike, and Sam's Club; and nearly 46,000 high-quality publishers of various types. LinkHaitao provides e-retailers and brands affiliate marketing services from its offices in China and the US.

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