



## Harnessing online marketing on a global scale

Performance Horizon and American Express®



Leveraging the power of partnerships to drive online sales is a cornerstone of marketing in today's digital world. Performance Horizon provides a marketing technology platform that enables brands to take direct control of their partner and affiliate marketing programmes worldwide. It works with some of the world's largest brands in financial services, retail, travel and eCommerce.

As Chris Blaxall, CFO, Performance Horizon, explains, "Let's take the example of an online hotel comparison site: while browsing on the site, a consumer might choose a featured hotel brand and click through to the hotel's website to book. We ensure that the comparison site is paid for that referral by the hotel brand and the hotel brand is sent just one invoice for all the comparison site commissions."

Performance Horizon is a truly global business, operating across 215 countries and territories. "We have more than 220,000 marketing partners and affiliates on our platform worldwide, and they are driving significant revenues and growth for some of the world's largest brands," explains Chris Blaxall. Today, the company is growing at a rate of 100% year-on-year.



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**Chris Blaxall,**  
CFO, Performance Horizon

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## Payments as a service

Effective payments are fundamentally important to Performance Horizon, not only in its operations but also – crucially – in its offer. “Payments are integral to the service we offer our customers – without the right partner and right payments platform, we can only offer half a service,” says Chris Blaxall. “At the end of the day, we need to ensure our customers’ partners are paid on time, effectively and without significant cost.”

Since Performance Horizon’s business is global, the company needed a global payments infrastructure: “We make thousands of payments every day, with billions of dollars crossing our platform every year,” says Chris Blaxall.

Performance Horizon chose American Express to support its international payment needs. “By partnering closely with us and understanding our business model, American Express has created a bespoke service that other providers and traditional banks cannot offer,” says Chris Blaxall.

## Scaling up as the business grows

The American Express platform efficiently processes the increasing volume of transactions required, and Performance Horizon has been able to add currencies to the solution as the company has needed them. “Our business was growing rapidly and we needed a trusted partner with a payments solution that could scale up as we did,” says Chris Blaxall.

He continues: “It’s a truly global solution that matches our global business. We looked at several providers, but only American Express could offer us pairing on currency transactions - the number of currencies and currency pairing options are second to none.”

With this global infrastructure in place, Performance Horizon can offer an exceptional service to its customers and partners: “We have zero outstanding payments, thanks to the daily processing American Express offers. Our customers know that their partners have been paid – which is of vital importance,” explains Chris Blaxall.

At the same time, the company benefits from greater efficiency and reduced administration: “American Express’ international payments capabilities mean we have a seamless operation; it takes away admin pain and hassle - not only for our business, but also for our customers,” says Chris Blaxall.

As the company looks to the future, it is working with American Express to further enhance its payment capabilities to support the company’s rapid growth: “We now have a really slick process in place with American Express, and we’re exploring how we can become even more integrated in the future. Payments can be complex, but with American Express we know that there’s always someone on hand to help when we try to do something new,” says Chris Blaxall.



## About Performance Horizon

Performance Horizon, the leading provider of SaaS solutions for partner marketing, enables brands to directly connect with their marketing partners to dramatically increase customer acquisition and drive high margin revenues from online marketing channels.

With offices in the US, UK, Japan and Australia, Performance Horizon’s platform drives over \$3 billion in advertiser top line revenues across marketing partners in over 215 countries.



**One World.  
One Partner.  
No Barriers.**

International payments don't have to be frustrating, complex or expensive for your business.

Talk to our specialists about your cross-border and overseas supplier payment needs. We help businesses with both incoming and outgoing payments, regardless of whether suppliers accept card payment. Whether you need to send Ringits to a manufacturer in Malaysia or secure a fixed exchange rate against the Dollar – we have a solution.

There's now another way to make **international payments.**

For more information about American Express FX International Payments, email [fxip.services.uk@aexp.com](mailto:fxip.services.uk@aexp.com)

To learn more about how American Express can help you with your international payments, visit [americanexpress.co.uk/internationalpayments](https://americanexpress.co.uk/internationalpayments)