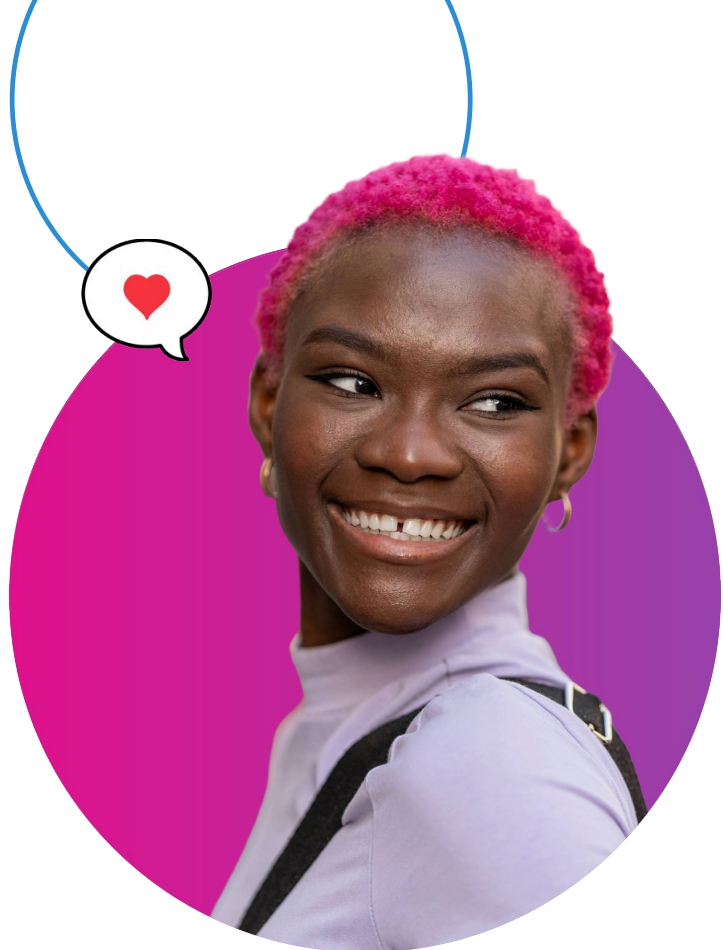


Amplify your
**partnership
success**
with impact.com

*impact.com Amplify co-marketing
media kit*





Contents

Audience	3
Opportunities overview	4
Partnership expansion	5
Thought leadership	8
Brand awareness	11
How to get started	14

With a network of over
200,000 users

comprised of over
**4,000 brands and more than
100,000 publishers and creators**

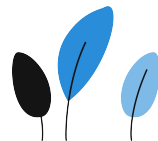
impact.com's audience is primed for
partnerships.

Expand your reach with impact.com's network of industry leaders & experts

Audience overview

Whether you want to discover new partnerships, gain recognition with thought leadership, or spread the word about your brand, impact.com Amplify offers opportunities to accelerate your growth.

Leverage our team of award-winning marketers to craft the optimal moments and content to amplify your expertise and your program's success.



Explore opportunities to amplify your success

Co-marketing opportunities overview

Partnership expansion

- Partnership profile videos
- Co-branded case studies
- In-app & newsletter placements

Brand awareness

- Event sponsorships
- Award submissions
- Blog exposure

Thought leadership

- Speaking engagements
- Podcast features
- Advisory boards





Partnership expansion

Showcase your program and the team behind its success

Partnership profile videos

Get in front of the camera to demonstrate what makes partnering with you outstanding. Highlight your brand story, program strengths, and team's expertise to demonstrate how you do business.

Your team will receive a high-fidelity marketing asset for partner recruitment, and your video will be featured on [impact.com](https://www.impact.com)'s marketplace to increase visibility within our network of publishers and creators.

Partnership expansion

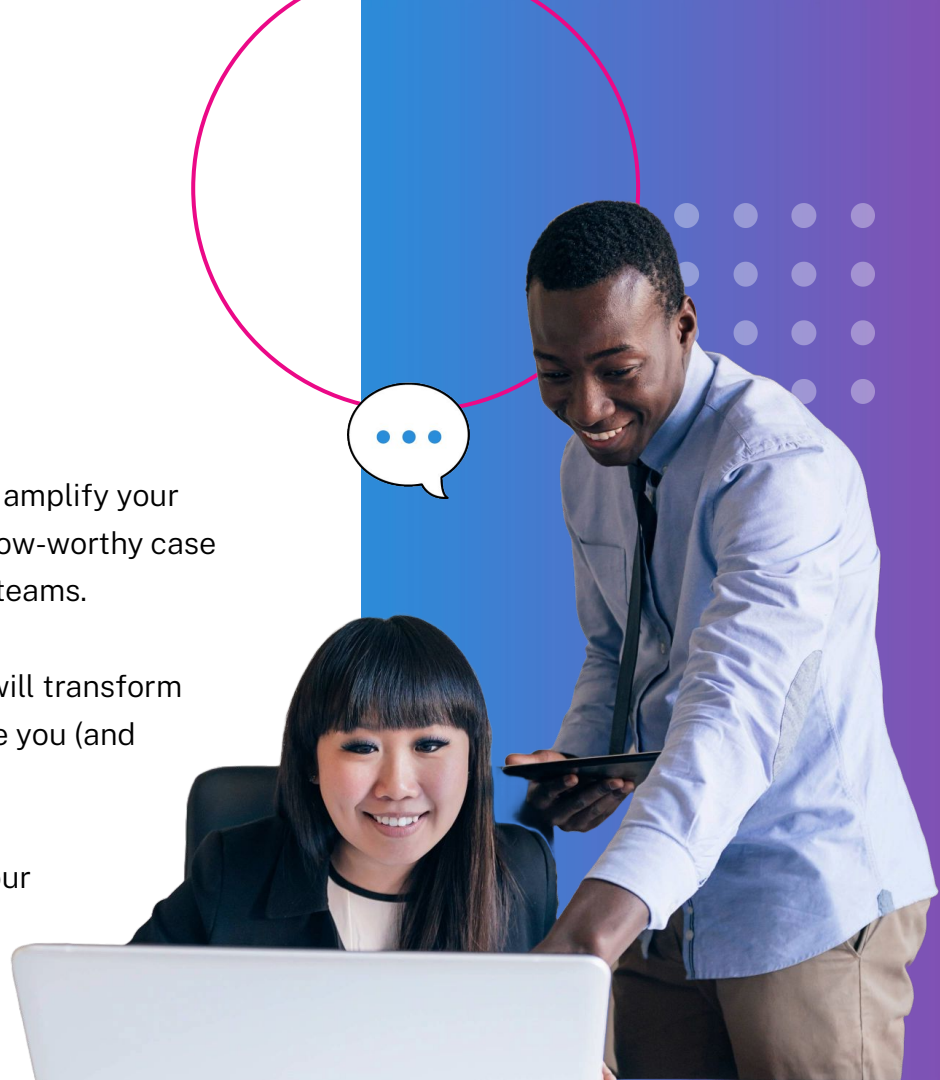
Emphasize the value you bring to partnerships

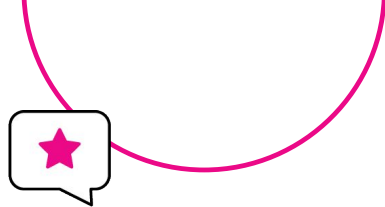
Co-branded case studies

Underscore your innovative handling of partnerships and amplify your brand's success by turning your unique use case into a wow-worthy case study with impact.com's Content and Product Marketing teams.

Once the story is inked, impact.com's team of designers will transform that document into stellar branded content that will make you (and the rest of LinkedIn) want to press "share."

In addition to receiving a new branded marketing asset, our team will promote your story via impact.com's channels for maximum exposure to new potential partners.





Put your program front and center

In-app & newsletter placements

Searching for ways to promote your program and drive new partner applications? Make a splash within impact.com's internal channels, marketed exclusively to impact.com users.

Interested in reaching daily users? Run a multi-week campaign within the impact.com platform and reach up to 200,000 users across brands, publishers, creators, and agencies.

Want to get even more eyes on your program? Headline the impact.com monthly newsletter with over 50,000 brand subscribers.

The options, and partnership opportunities, are endless.



Thought leadership

Flex your expertise on stage with impact.com

Speaking engagements

As an impact.com customer, you have exclusive access to speaking opportunities at impact.com's many hosted and sponsored industry events throughout the year. Get on-stage as a future iPX panelist, Creator IRL co-host, or Partnership Titans contributor to make your name known in the partnership economy.

Join an elite group of speakers who have graced the stage with impact.com, including brands such as

Walmart

amazon

Google

Meta

Disney

TikTok

and more.

Thought leadership

Craft conversations with impact.com CEO & Co-Founder

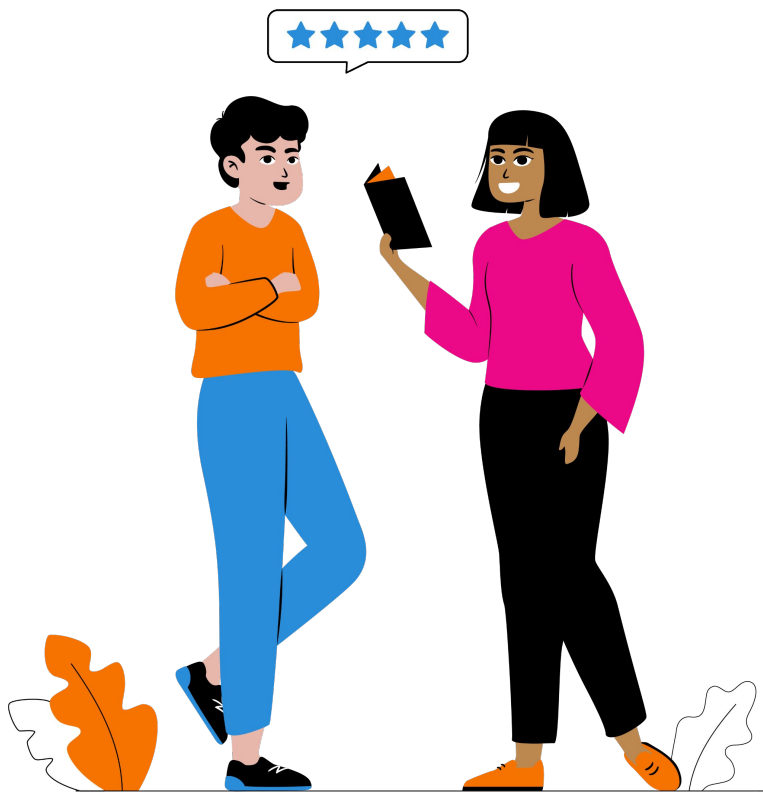
“The Partnership Economy” podcast feature



Now in its fifth season, The Partnership Economy has garnered the attention of the industry’s most senior leaders and decision-makers.

With nearly 20,000 listens per episode, the conversations led by impact.com CEO, David Yovanno, and Co-Founder, Todd Crawford, dive well past surface-level strategy and metrics.

Learn how to build an industry-defining program or what problem-solving looks like from the world’s leading marketers and executives. We reserve these opportunities for VP-level and above.



Thought leadership

Make your voice heard and carve the path forward

Advisory boards

Join a select group of industry leaders across a range of verticals as they gather to discuss the current state of their partnerships, marketing strategies, and the industry.

Learn about the future of the impact.com product roadmap and contribute to conversations with members of the impact.com executive team to shape plans based on your experience.

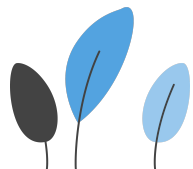
impact.com reserves advisory boards for VP-level and above.

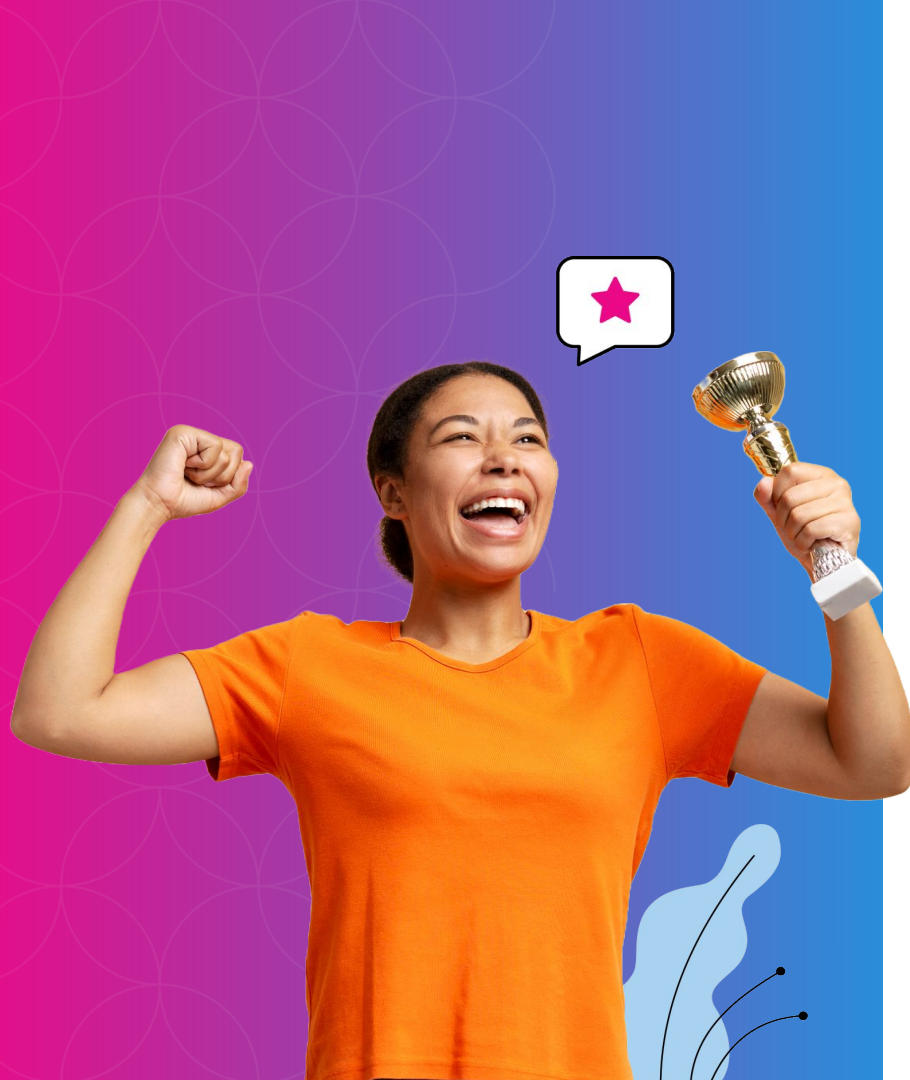
Brand awareness

Curate a hosted event with impact.com

Event sponsorships

Work with impact.com's best-in-class Events team to sponsor or create a custom-hosted event to drive your brand and program awareness. Take it up a notch with an experiential event to promote memorable interaction with new partners, or dial it in with an intimate VIP event to foster intentional conversations.





Brand awareness

Submit your success story for global recognition

Award submissions

Partner with impact.com's PR team to develop a bespoke submission to global industry award programs, with entry fees covered by impact.com. Should your submission be shortlisted or win within its category, impact.com may also repurpose it into a branded case study to pitch for additional PR placements.

These opportunities are seasonal and limited based on the program's category availability.

Brand awareness

Reach 20,000+ visitors monthly on impact.com

Blog exposure

Tap into impact.com's web audience with a co-branded blog or feature story. Once published, we'll promote your permanent URL in the impact.com newsletter and social channels.

Continually raise awareness of your brand with ongoing increased reach driven by impact.com's dedicated SEO optimizations and search visibility across competitive keywords.





How to get started

Contact customermarketing@impact.com to discuss the impact.com Amplify program and available opportunities.

