

AI leader Notta achieves 10x growth and cuts costs by 50% with impact.com



Situation

Fast-growing AI company seeks to scale through partner marketing

Founded in 2022 and headquartered in Japan, [Notta's AI-powered notetaking platform](#) transforms conversations into actionable text, fundamentally changing how professionals capture and organize information across meetings, interviews, and presentations.

Despite strong market penetration through traditional digital channels — SEO, social media, and paid advertising — Notta's growth team identified a critical challenge: their marketing approach needed to scale more efficiently to support their rapid expansion. While these channels had successfully built brand awareness and driven traffic, customer acquisition cost (CAC) was limiting their growth trajectory.

The team's initial experiment with affiliate marketing in Japan proved transformative, delivering exceptional results in their home market.

This success highlighted a compelling opportunity: leveraging partnerships could not only diversify their marketing channels, but also provide a more sustainable path to customer acquisition, particularly as they set their sights on the competitive U.S. market.

However, managing partner relationships at scale presented its own challenges. The manual processes required to discover, onboard, and manage affiliate partners were becoming increasingly complex. Notta needed a solution that could:

- Automate partner discovery and relationship management
- Provide transparent performance tracking and reporting
- Scale efficiently across multiple markets

Situation (cont.)

Fast-growing AI company seeks to scale through partner marketing

- Maintain high standards for partner quality and brand alignment

After evaluating multiple partnership management platforms against stringent criteria – including brand recognition, technological capabilities, and support infrastructure – Notta selected impact.com as its strategic partner. Three core objectives drove their decision:

- **Strategic Customer Acquisition:** Expand reach to targeted audience segments, while optimizing conversion rates through data-driven partner selection
- **Quality Partner Network Development:** Build and nurture relationships with premium content creators and affiliate partners aligned with Notta's brand values

- **Operational Excellence:** Leverage automation and comprehensive analytics to create a scalable partnership program that could support global expansion



About

Notta

As a leading AI notetaker, [Notta](#) converts spoken words into text in real-time, letting you focus on the conversation instead of taking notes. The AI summarization feature quickly extracts key points from meetings, interviews, lectures, and consultations.

Seamlessly integrating with major platforms such as Zoom, Google Meet, and Microsoft Teams, this tool offers features like multilingual transcription, keyword search, and AI summarization to improve work efficiency and streamline information management processes.

Notta serves as a helpful assistant for elevating meetings for businesses, educational institutions, and individual users.



Solution

Transforming partner management with an integrated platform

In April 2024, Notta revamped its partner marketing approach by implementing impact.com's comprehensive partnership management platform. The solution transformed its partnership program across four key areas, delivering both immediate efficiency gains and laying the foundation for scalable growth.

Strategic partner portfolio development

Notta recognized that diverse partnerships would be crucial for their expansion. Using impact.com's platform, it built a sophisticated partner ecosystem that went beyond traditional affiliate relationships.

The team expanded their network to include premium content publishers, niche influencers, and specialized content creators who could authentically represent the Notta brand.

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After thorough research, we opted to partner with impact.com to explore new revenue streams, which has proven to be the right choice. We have witnessed significant revenue growth since working with impact.com. The initial onboarding was seamless, and the support team was incredibly helpful. Meanwhile, we are looking forward to growing together with impact.com in the future.

Ranee Zhang
VP of Growth,
Notta



Solution (cont.)

Transforming partner management with an integrated platform

To support this diverse partner base, Notta implemented flexible compensation models tailored to each partner type:

- Cost-per-sale (CPS) arrangements for performance-driven partnerships
- Flat-fee structures for premium content collaborations
- Hybrid models for strategic long-term relationships

The team also introduced performance-based incentives, including commission increases and bonuses, to reward and retain their highest-performing partners.

Streamlined partner discovery and management

Prior to impact.com, Notta struggled with time-consuming manual processes for partner recruitment and management. The platform's Discover feature transformed this process, using intelligent recommendations to match Notta with potential partners based on product fit and promotional potential.

The centralized management system provided crucial operational improvements:

- Automated partner onboarding and tracking
- [In-app messaging](#) for streamlined communication
- Integration capabilities for external partners
- A unified dashboard for managing all partnership types

Solution (cont.)

Transforming partner management with an integrated platform

Data-driven performance optimization

With impact.com's comprehensive reporting suite, Notta gained the ability to make data-informed decisions about its partnership program.

The team could now monitor real-time performance metrics and generate automated quarterly reports, eliminating hours of manual data processing.

The platform's sophisticated monitoring capabilities proved valuable for program integrity. Using the [High-Risk Actions](#) report, Notta could proactively identify unusual order patterns and potential fraud risks, ensuring their rapid growth didn't come at the expense of program quality.





Solution (cont.)

Transforming partner management with an integrated platform

Expert implementation support

Throughout the implementation process, impact.com's customer success team provided comprehensive support that accelerated Notta's path to success. The team delivered:

- Strategic guidance for program development and optimization
- Dedicated support during the platform implementation phase
- Real-time troubleshooting through live chat support
- Customized training materials and best practices

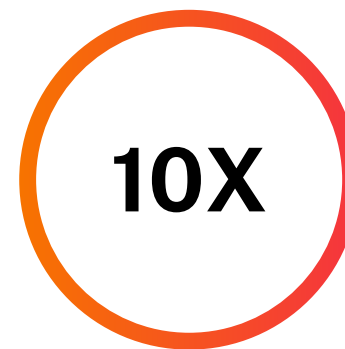
This hands-on approach significantly reduced the learning curve and enabled Notta to quickly maximize the platform's capabilities, laying the groundwork for their successful U.S. market expansion.

Outcome

Accelerated growth through partnership automation quantifiable results

The impact on Notta's business was immediate and substantial:

- **Revenue growth:** A remarkable 10x increase in monthly revenue from partnership channels within the first six months
- **Operational efficiency:** 50% reduction in time spent on partner management and reporting tasks
- **Partner network:** Significant expansion of their active partner base across multiple categories



increase in monthly revenue



less time spent on partner management and reporting

Beyond the metrics

The streamlined partnership management approach freed Notta's team to focus on strategic initiatives rather than administrative tasks.

Outcome (cont.)

Accelerated growth through partnership automation quantifiable results

This shift in focus enabled them to:

- Develop more sophisticated partner engagement strategies
- Create customized partnership programs for different market segments
- Invest more time in building meaningful partner relationships
- Accelerate their expansion into the U.S. market

Notta is excited about the many useful features impact.com offers that are yet to be explored. The team plans to expand affiliate partnership opportunities on the platform in the future, with a focus on enhancing the company's brand influence in the U.S. market.

