



2025 - 2026

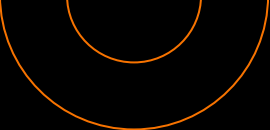
Agency Partner Program

A complete look at the requirements and benefits of being a valued impact.com agency partner



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01

The newest way to partner with impact.com

Welcome to the new Partner Program. We love our **agency partners**. They bring expertise, creativity, and hands-on guidance that elevate the impact.com experience for every brand they support. It's no surprise that more than half of the brands on our platform are managed by agencies, and those brands consistently achieve stronger, more strategic, and more sustainable growth. We also recognize that a program with impact.com is at its best when managed by an agency partner.

This new Partner Program is our way of celebrating the value our agency partners bring while also making it easier to grow with impact.com. **We've added a fifth tier for top-performing agencies called Elite.** The tiers are now Elite, Platinum, Gold, Silver, and Partner — each with exciting new benefits. This guide shows you how to progress, what benefits you can unlock, and more.

As you read through, please review the **requirements and benefits for each tier**, consider where your agency stands, and the steps to progress. For questions or guidance on your status, your **Channel Partner Manager is ready to help.**

We are **thrilled to have you in the program**, and even more excited about what we will achieve together.

02

Program timeline

Uptiering takes place twice per year (April and October), while downtiering occurs once annually at the end of the program year in October. Status can be tracked in the Partner Portal. Log in or register at partners.impact.com.

September 2025

Agency Partner Program announced

Sept 30, 2025

Cut-off for new tier requirements

Oct 1, 2025

Official tier status adjustments

March 27, 2026

Cut-off for April uptiering requirements

April 1, 2026

Official tier status* adjustments

September 2026

2026-2027 partner program changes communicated

**Uptiering occurs twice per year (April and October), while downtiering happens once annually in October. During the first six months of the new program launch, agencies will have a grace period to complete all requirements for their tier. After April 1, 2026, those not meeting requirements will be moved to the appropriate tier.*

Agency requirements

The outlined items represent the requirements for each tier of the impact.com Agency Partner Program. The Agency Track is specifically for agencies that manage programs and brands on the impact.com platform.

Item	Managing Partner	Silver Managing Partner	Gold Managing Partner	Platinum Managing Partner	Elite Managing Partner
Requirements					
Commercial Requirements					
Referred MRR (Yearly)	\$0	\$1,000	\$5,000	\$10,000	\$20,000
Managed MRR (All Products)	\$150	\$2,500	\$20,000	\$50,000	\$200,000
OR	-	OR	OR	OR	-
Managed MRR (All Products)	-	\$20,000	\$50,000	\$200,000	-
Other Requirements					
Signed Partner Agreement	✓	✓	✓	✓	✓
Certification	Industry Expert Product Expert Agency Product Expert	Industry Expert Product Expert Agency Product Expert	Industry Expert Product Expert Agency Product Expert	Industry Expert Product Expert Agency Product Expert	Industry Expert Product Expert Agency Product Expert
impact.com on Agency Website	-	-	✓	✓	✓
Partner Portal Enrollment	✓	✓	✓	✓	✓

Benefits are subject to change at impact.com's discretion. Availability may vary by region. Please contact your Channel Partner Manager with any questions.

Agency benefits

Item	Managing Partner	Silver Managing Partner	Gold Managing Partner	Platinum Managing Partner	Elite Managing Partner
Benefits					
Revenue Share					
Revenue Share	10% Year 1	15% Year 1	20% Year 1	20% Year 1	20% Year 1
Sales					
Referrals from impact.com	Eligible	Eligible	Prioritized	Guaranteed	Guaranteed
Certified Sales Partner License (Coming Soon)	-	-	Eligible	Eligible	Eligible
Client Perks					
Discounted Fees for Qualified Clients	10%	10%	10%	10%	10%
Reduced Fees for Starter Clients	✓	✓	✓	✓	✓
Waive Onboarding Fees	-	Up to \$500	Up to \$1,000	Up to \$1,500	Up to \$2,500
Client Feature on impact.com Login	-	-	-	-	Eligible
Feature Clients in the impact.com Marketplace	-	-	-	Eligible	Prioritized
Feature Clients in Publisher Newsletters	-	-	-	Eligible	Prioritized
People Support					
Dedicated Channel Partner Manager	-	✓	✓	✓	✓
Dedicated Customer Success Manager	-	-	Eligible	Prioritized	Guaranteed
Access to Leadership	-	-	-	Eligible	Guaranteed

Benefits are subject to change at impact.com's discretion. Availability may vary by region. Please contact your Channel Partner Manager with any questions.

Agency benefits (cont.)

Item	Managing Partner	Silver Managing Partner	Gold Managing Partner	Platinum Managing Partner	Elite Managing Partner
Benefits Cont.					
Marketing					
impact.com Partner Badge	✓	✓	✓	✓	✓
Partner Directory Inclusion	✓	✓	✓	Feature eligible	Permanent Feature
Co-Branded Marketing Materials	✓	✓	✓	✓	✓
Feature in impact.com Brand Newsletter	-	-	-	Eligible	Prioritized
Marketing Opportunities	-	-	Eligible	Eligible	Prioritized
Participation in Performance Innovator Events	-	-	Eligible	Eligible	Prioritized
iPX (NYC, London, Sydney, or Shanghai) Tickets	-	10% Off	25% Off	1 Free + 25% Off	2 Free + 25% Off
Enablement & Engagement					
PXA Training & Certification Programs	✓	✓	✓	✓	✓
Agency Newsletter	✓	✓	✓	✓	✓
Technology					
Agency Console Access	✓	✓	✓	✓	✓

Benefits are subject to change at impact.com's discretion. Availability may vary by region. Please contact your Channel Partner Manager with any questions.

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Requirements & benefits glossary



Access to Leadership

Platinum & Elite agency partners can get dedicated time with our senior leadership to strategize, deepen partnerships, and share feedback. Coordinate with your Channel Partner Manager to start.

Agency Newsletter

Agency partners have access to our Agency Brief newsletter featuring the latest product releases, highlighted publishers, industry insights, and more.

Co-Branded Marketing Materials

The impact.com Partner Portal provides a library of assets, some of which are available for partners to co-brand. To register, visit partners.impact.com.

Agency Console Access

Agencies can access all of their managed brands through the impact.com Agency Console, allowing them to streamline workflows and view all data in one place.

Certified Sales Partner License

Certified partners can present impact.com pricing and terms to brands independently. This benefit is subject to its own rules and requirements.

Details coming soon for eligible partners.

Client Feature on impact.com Login

Elite partners receive priority access for one of their clients to purchase a feature placement on the impact.com login page each year. Availability is limited and granted on a first-come, first-served basis.

Benefits are subject to change at impact.com's discretion. Availability may vary by region. Please contact your Channel Partner Manager with any questions.

Dedicated Channel Partner Manager

Eligible partners are assigned a dedicated Channel Partner Manager (CPM) as their primary impact.com contact. The CPM helps partners succeed through regular check-ins, lead follow-up, training, co-marketing, tools, and strategic connections.

Feature Clients in Publisher Newsletters

Platinum and Elite partners are eligible to feature one or more of their clients in an impact.com publisher newsletter, distributed monthly to segmented audiences ranging from 30,000 to 90,000 publishers.

Feature in impact.com Brand Newsletter

Agencies may be featured in our direct-to-brand newsletter reaching 75,000+ impact.com brand employees. Features may include case studies, research, and actionable affiliate and influencer marketing content.

Dedicated Customer Success Manager

Gold and above tier partners are eligible for a dedicated Success Manager to oversee their client accounts as a single point of contact.

Eligibility does not guarantee access to a CSM. Please connect with your Channel Partner Manager to see if you qualify.

Feature Clients in impact.com Marketplace

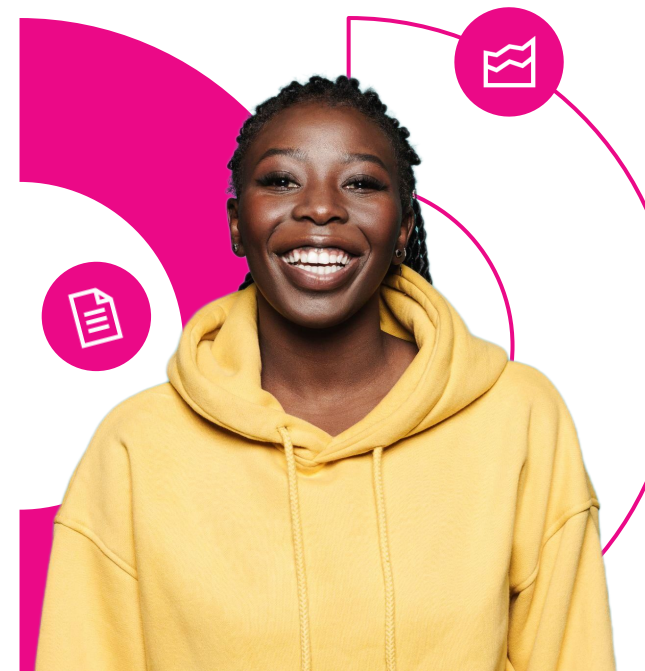
Platinum and Elite agencies are eligible to feature client programs in the Marketplace homepage carousel. Each placement runs for 30 days and drives visibility and engagement. Spots are free, limited, and first come, first served.

iPX (NYC, London, Sydney, or Shanghai) Tickets

Partners are eligible to receive discounted or free tickets, in accordance with tier, to iPX, impact.com's flagship industry event held once per year in locations around the world.

Discounted Fees for Qualified Clients

All qualified referrals from agency partners receive a 10% discount on impact.com fees for deals exceeding \$500 per month.



impact.com on Agency Website

Gold tier and higher partners are required to mention impact.com on their website, either through a case study, a partner tier badge or logo, or a dedicated landing page highlighting impact.com products and services.

impact.com Partner Badge

Partners receive a Partner Badge reflecting their current program tier, available anytime in the Partner Portal. We encourage partners to display the badge on their website and other materials to showcase their standing.

Managed MRR (Yearly - All Products)

Managed MRR is total MRR from brands an agency manages on impact.com. Tiers use referred and managed MRR; agencies may also qualify on managed MRR alone. Agencies must regularly provide an up-to-date client list to their Channel Partner Manager to validate managed MRR.

Marketing Opportunities

Partners can work with the impact.com team on co-marketing initiatives such as blog posts, award submissions, case studies, and more. Materials are promoted across the impact.com ecosystem, including social, newsletters, email signatures, and more.

Partner Directory Inclusion

Agency partners appear in the impact.com [Partner Directory](#), where brands can search and connect with them directly. Listings are managed in the Partner Portal. Elite partners receive a permanent front-page feature, while Platinum and Gold partners are eligible for a rotating feature.

Partner Portal Enrollment

All partners are required to use the Partner Portal to participate in the Partner Program. It's the single place to manage profiles, submit and track referrals, access trainings, and discover agency partner resources.

Participation in Performance Innovator Events

Eligible partners may be invited to co-host Performance Innovator events, which are high-end prospecting dinners with select partners, key customers, and prospects to drive growth.

Benefits are subject to change at impact.com's discretion. Availability may vary by region. Please contact your Channel Partner Manager with any questions.



PXA Training & Certification Programs

Access to a world-class library of trainings and certifications designed to equip agency partners with the skills and knowledge needed to thrive, available to all agency employees.

Referred MRR (Yearly)

Referred MRR is the sum of monthly recurring revenue generated from closed-won deals a partner has referred to impact.com over the previous 12 months.

Signed partner agreement

Signed agreements with impact.com are required to participate in the Partner Program. Partners should work with their Channel Partner Manager to ensure all agreements are completed.

Reduced Fees for Starter Clients

All Starter edition referrals to impact.com will have a starting rate of 20% of commission rather than 2.5% of revenue, and will have access to additional features like Partner Discovery.

Revenue Share

Eligible partners may earn a percentage of year-one contract value, up to \$200K per new customer, when a referred lead becomes a paying client. Payments are issued through app.impact.com, and a partner account is required. Crediting is at impact.com's discretion and based on tier status at close.

Waive Onboarding Fees

Onboarding fees for an agency's client may be waived, up to the listed amount, based on the agency's tier at the time of referral. Waivers are applied at impact.com's discretion. Agencies must have a Partner Portal account to access this benefit.

Referrals from impact.com

Eligible partners may receive brand referrals from impact.com each Partner Program year. These referrals come from brands seeking an agency partner. While all partners are eligible, higher-tier partners receive priority consideration for referral opportunities.

