

9 MUST-HAVES TO CREATE MOBILE APP PARTNERSHIP SUCCESS



Taking a leap into the great unknown of mobile app partnerships? You need a robust partnership platform that can handle it! Check out nine must-have mobile-specific capabilities to look for in a solution, and how those capabilities will help you succeed.

1 APIs OVER SDKs

Position yourself for growth, update more quickly, and prevent app bloat by leveraging an API-based integration rather than SDK-based.



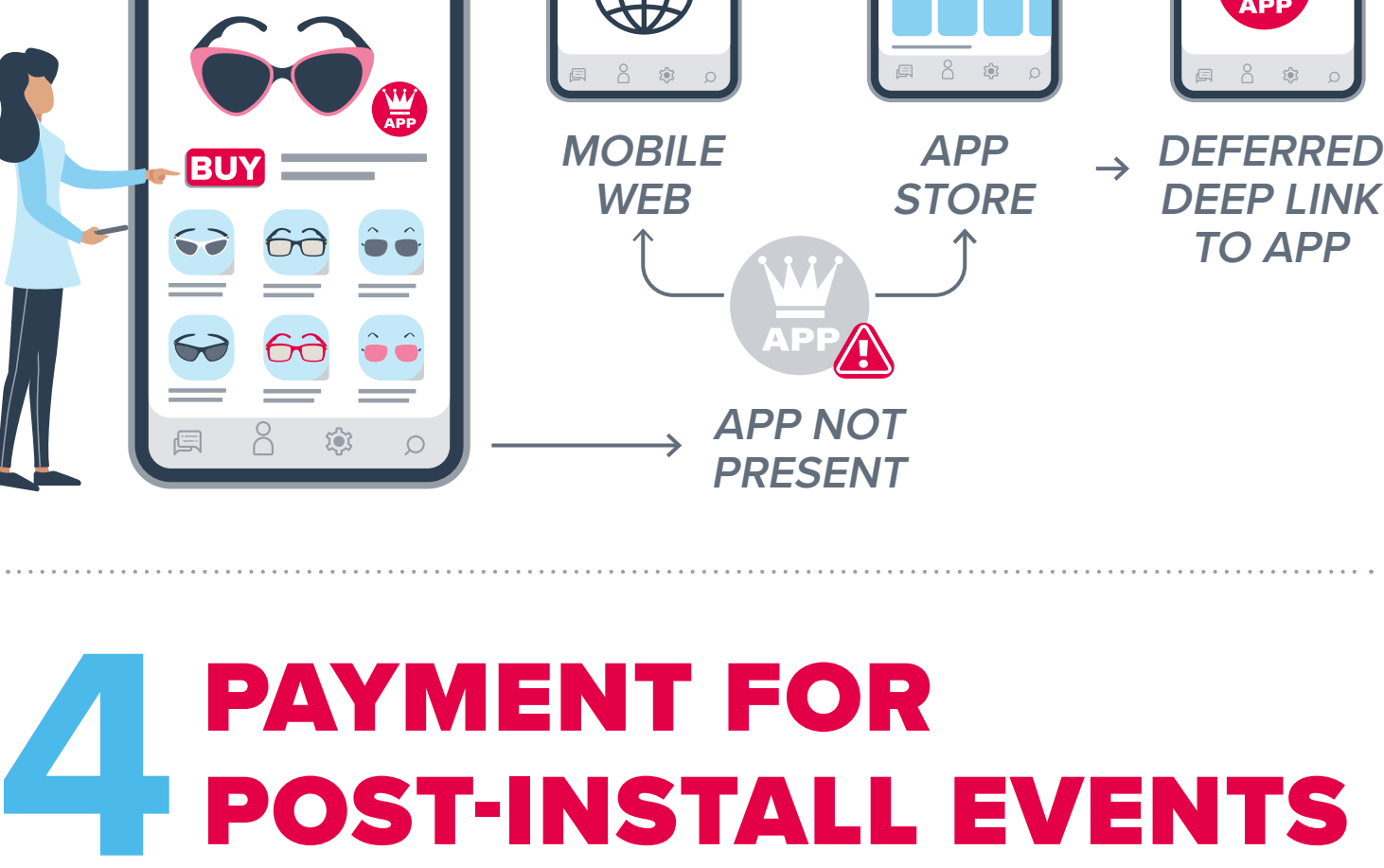
2 SIMPLIFIED DEEP LINKING

Overcome the complexities of mobile by supporting deep linking in app-to-app, web-to-app, and web-to-web scenarios with a single link.



3 DEALING WITH "APP NOT PRESENT"

Optimize the user experience by seamlessly linking the user to the exact right place, regardless of whether the app is installed or not.



4 PAYMENT FOR POST-INSTALL EVENTS

Most installs are low value. Pay for post-install events like a subscription, booking, or tutorial completion to avoid spending your budget on fluff.



5 PROTECTION AGAINST INSTALL FRAUD

Stay vigilant with an intelligent, automated way of flagging sources of fraudulent installs.



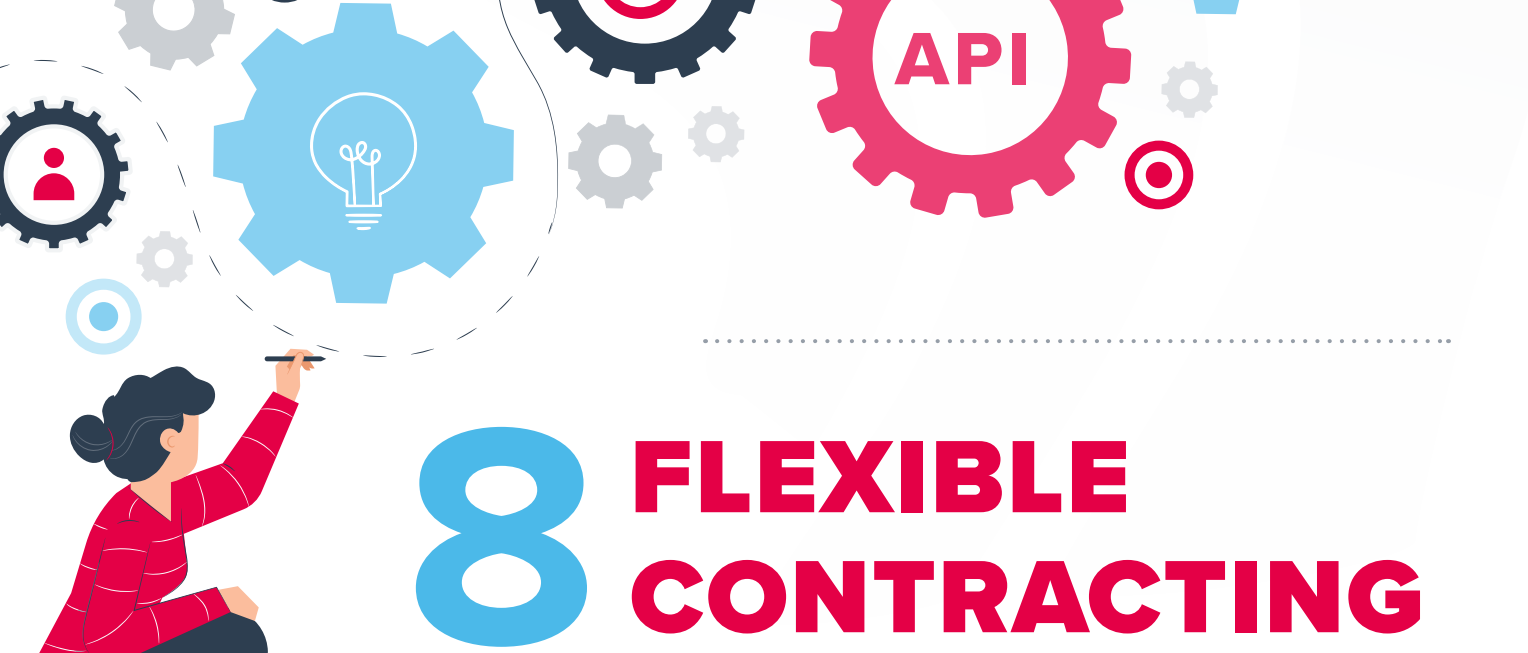
6 PROTECTION AGAINST INSTALL ATTRIBUTION FRAUD

Keep your program healthy with built-in capabilities to detect and flag suspicious partners.



7 TRACKING WITH OTHERS

If you're using an MMP, CDP, or some other acronym, make sure you can easily plug it into your partnership platform.

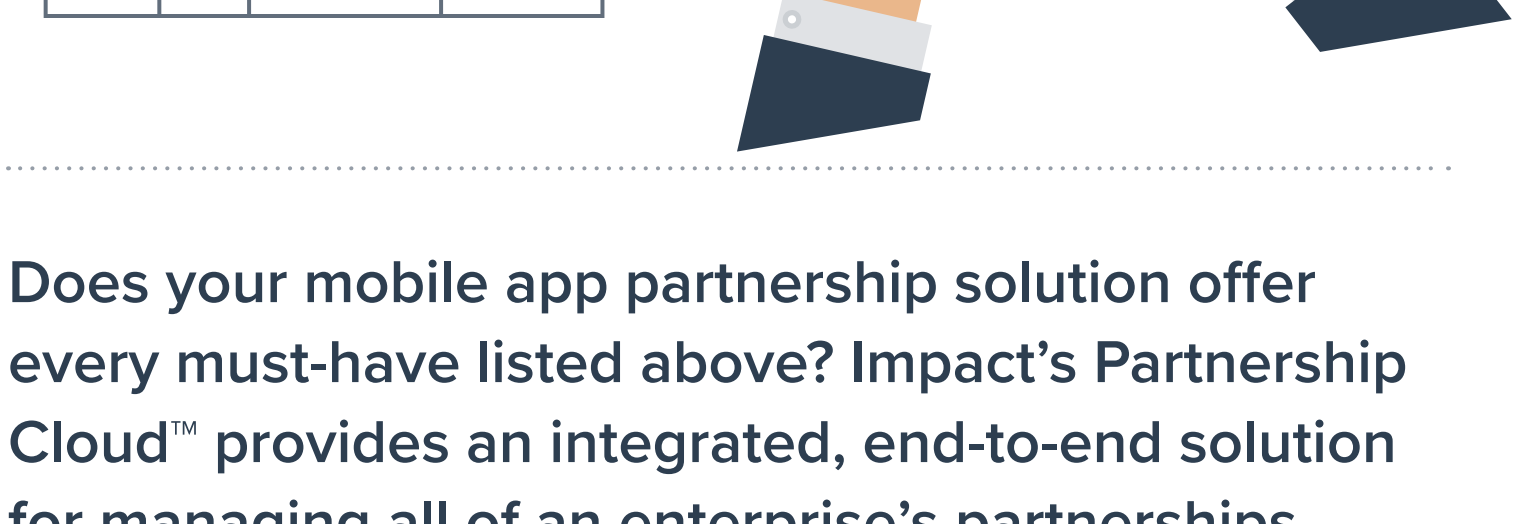


8 FLEXIBLE CONTRACTING

Drive conversions and installs by creating innovative incentives and implementing contracts that encourage partner action.

9 CROSS-DEVICE INSIGHTS

Reward high-value partners by recognizing users across all their devices and providing trustworthy cross-device pathing.



Does your mobile app partnership solution offer every must-have listed above? Impact's Partnership Cloud™ provides an integrated, end-to-end solution for managing all of an enterprise's partnerships throughout the world.