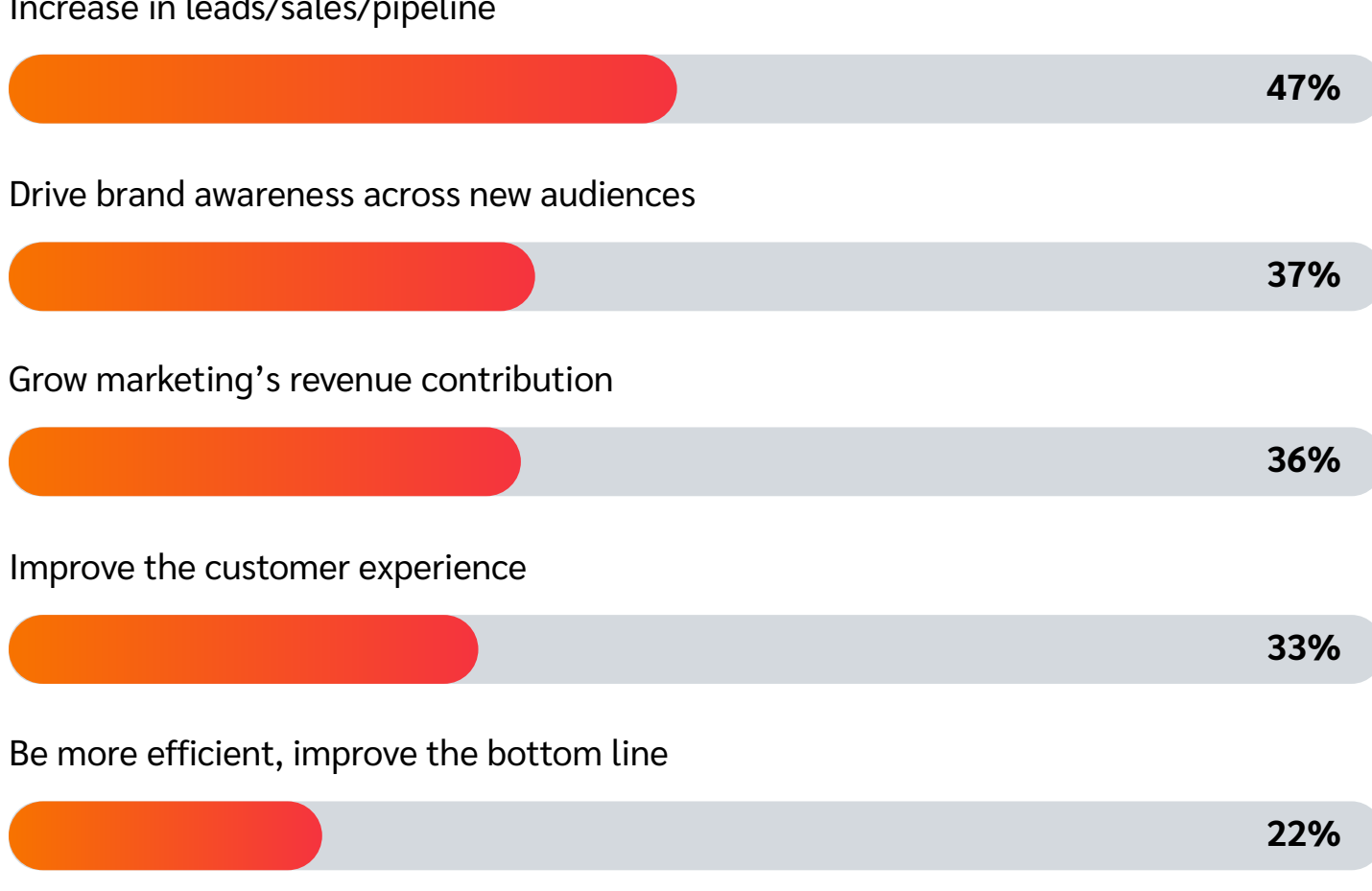


Modern Approaches to Marketing

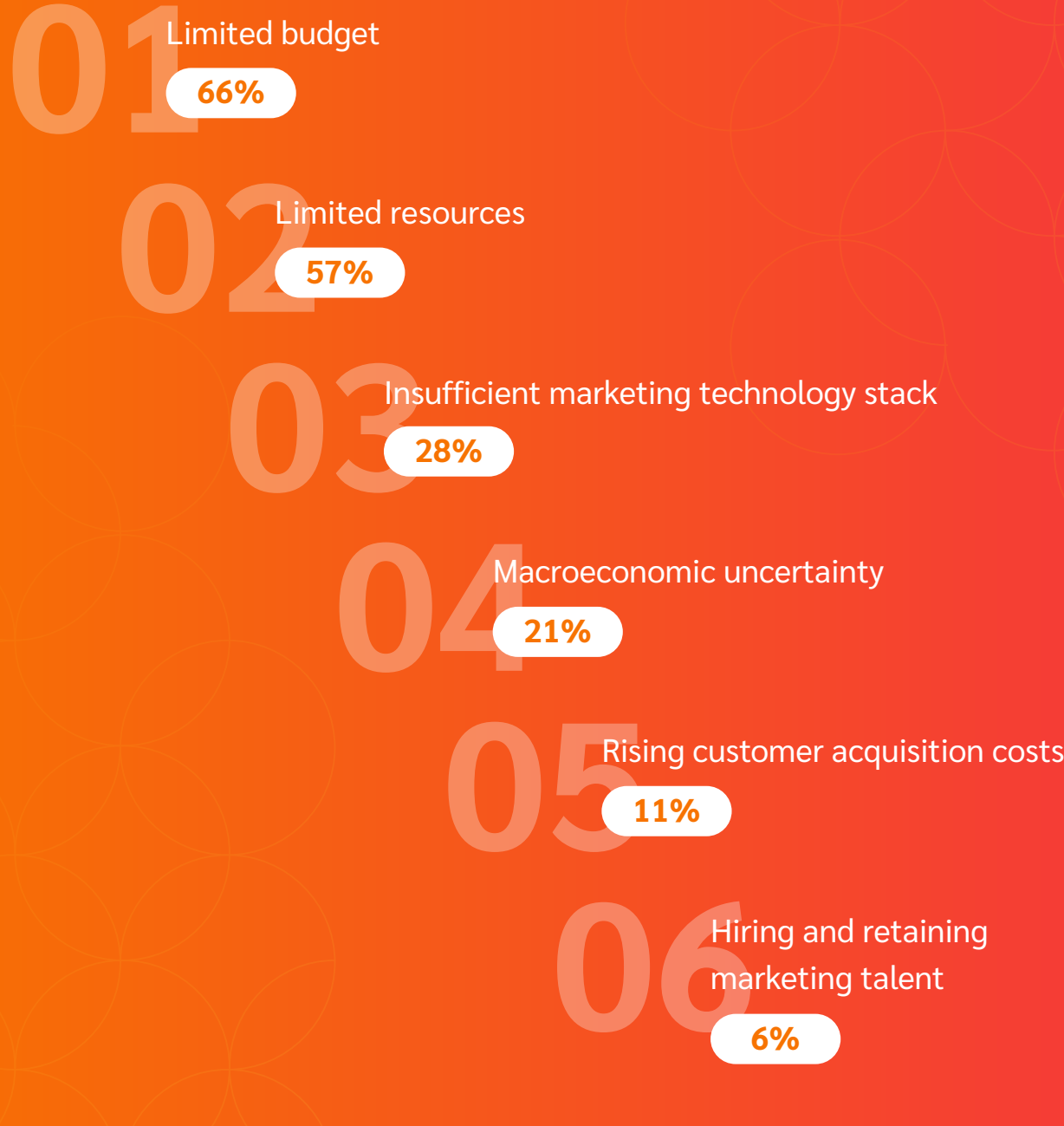
Marketing leaders face numerous challenges, such as tight budgets, moving targets, and escalating pressure to drive ROI. Acquisition costs have surged from \$9 to \$29 in the last decade, adding to the complexity. So, marketing executives seek cost-effective solutions to enhance efficiency, customer experience, and loyalty. Discover the key priorities for marketing leaders this year and the unexpected benefits of partnerships.

Gatepoint Research surveyed **100 executives***, shedding light on the current state of marketing and partnership programs, offering unique perspectives rarely found elsewhere.

What Are Your Highest-Level Objectives In the Next 12 Months?

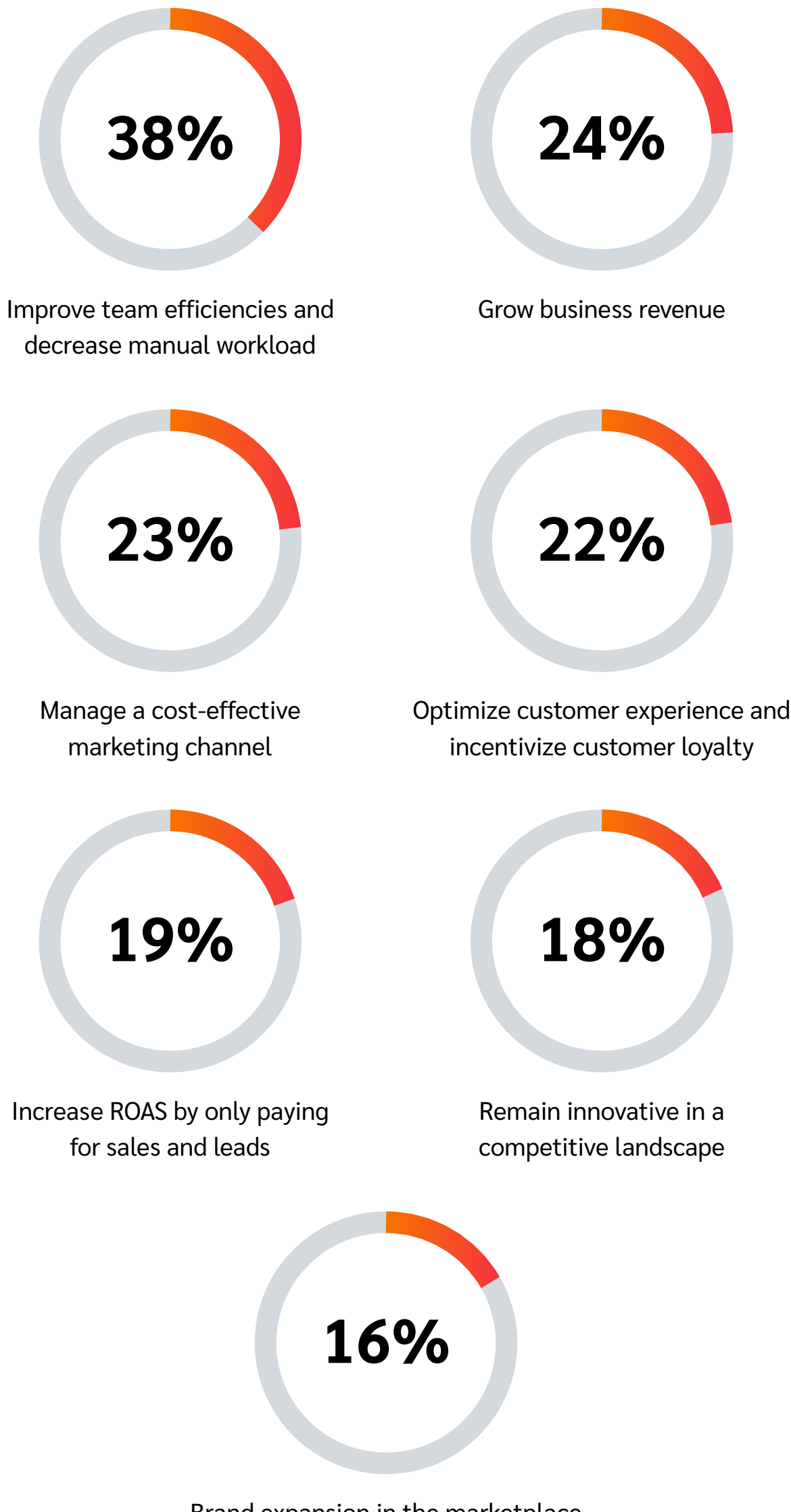


What Are The Biggest Obstacles to Achieving Goals?



For many survey respondents, marketing budgets have stayed the same (42%) or decreased (39%). Just 19% of respondents report an increase in their budget.

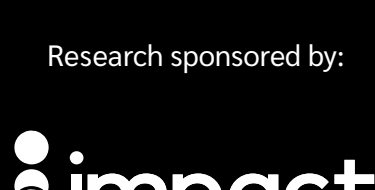
What Objectives Are You Surprised Affiliate or Partnership Marketing Could Help You Achieve?



Research conducted by:



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impact.com, the world's leading partnership management platform, is transforming the way businesses create and manage all types of partnerships—including with influencers and creators, commerce content publishers, other businesses, traditional rewards affiliates, and more. The company's powerful, purpose-built platform makes it easy for businesses to create, manage, and scale an ecosystem of partnerships with the brands and communities that customers trust to make purchases, get information, and entertain themselves at home, at work, or on the go.

To learn more about how impact.com's technology platform and partnerships marketplace is driving revenue growth for global enterprise brands such as Walmart, Uber, Shopify, Lenovo, L'Oreal, Fanatics and Levi's, visit www.impact.com.

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*Management levels represented are all senior decision-makers:

68% hold the title CxO or VP

31% are Directors

1% are Senior or Department Managers