

# Awareness to retention: How affiliates and influencers connect the entire customer journey

Affiliate marketing guides purchase-ready customers toward your offer—while influencers introduce your brand to a wider following. Together, they work hand-in-hand to amplify reach, boost credibility, and accelerate conversions.



**Affiliates**  
[conversion experts]  
introduce and convert visitors into buyers

**Influencers**  
[content pros]  
drive awareness, engagement, and conversions

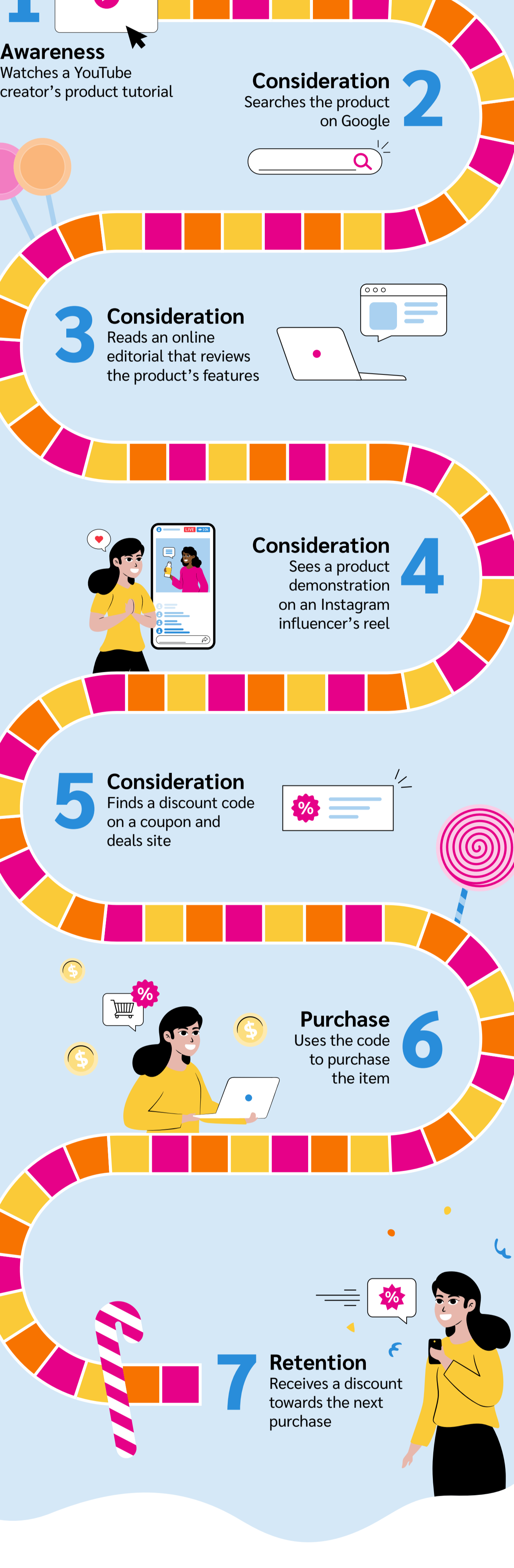


**Affiliates + Influencers**  
power your entire sales funnel

## The full-funnel advantage with affiliate and influencer marketing

Enhance visibility, engage with a larger audience, and boost conversions to stay relevant in today's fast-paced digital world, where ads hold little value. Drive higher revenue through an authentic brand narrative with creator voices that resonate with consumers—and affiliates that convert.

Here's what the journey can look like:



## How affiliates and influencers work at each touch point



## The platform that brings it all together

Simplify operational complexities by unifying your affiliate and influencer channels for effortless scaling and business growth. Our AI-optimized platform, backed by deep data analytics, offers deep sights for maximum effect. With prompt industry-leading payment systems, brands like Walmart, Uber, and American Express have boosted their ROAS, saved time, and regained brand control.

Want to learn more?  
[Request a demo](#)  
or contact [grow@impact.com](mailto:grow@impact.com) to get started.

