

HOW TO Contract & Pay

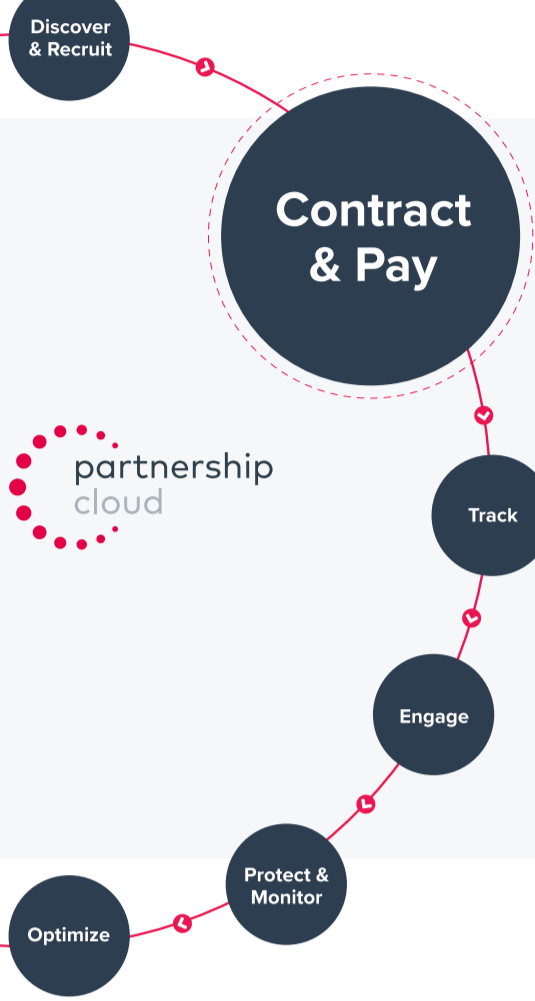
partners to drive mutual success

Partnerships represent a powerful new path to revenue growth.



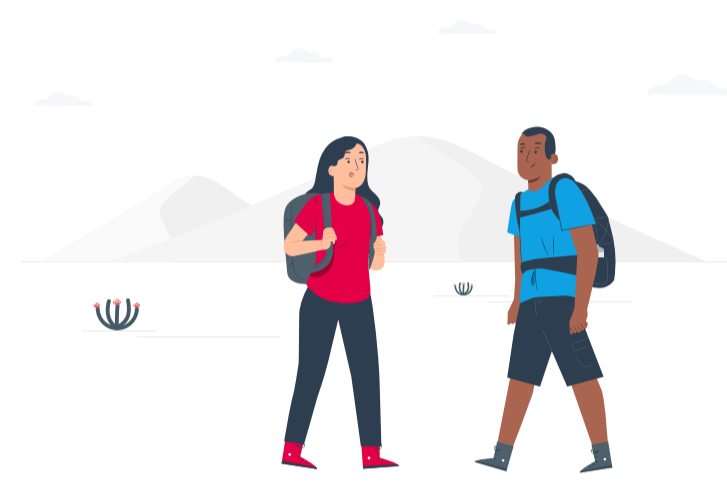
On average, high-maturity partnership programs contribute **28%** of overall revenue.

Source: "Invest in Partnerships to Drive Growth and Competitive Advantage, a study commissioned by Impact and conducted by Forrester Consulting."



6 STAGES OF THE PARTNERSHIP LIFE CYCLE

Launching and sustaining a healthy partner program requires maximizing each step of the partnership life cycle.



CONTRACT & PAY

At its heart, Contract & Pay is when partners determine their relationship to each other.

During the Contract & Pay stage, you will:

CONTRACT

with your partners by setting up terms that reflect the value that this partner can provide.

CUSTOMIZE

contracts depending on where in the funnel the partner will deliver the most value.

NEGOTIATE

payouts, tiered performance bonuses, or even special rates for high-margin categories with your most important partners.

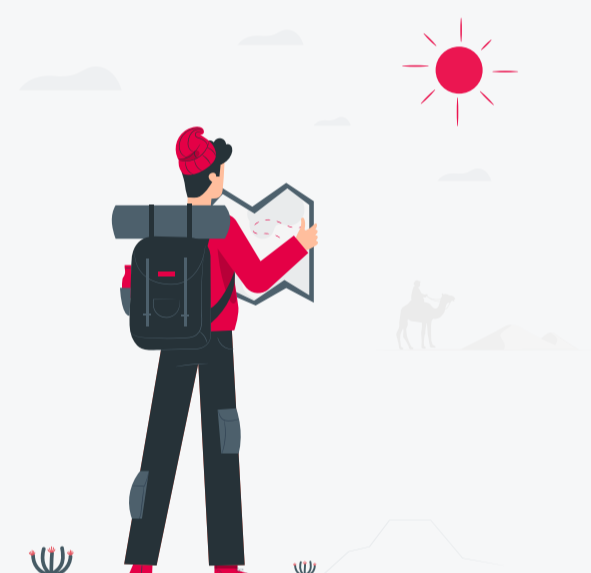
PAY

your partners in the currency of their local market, in a way that is easy, automated, and on time.

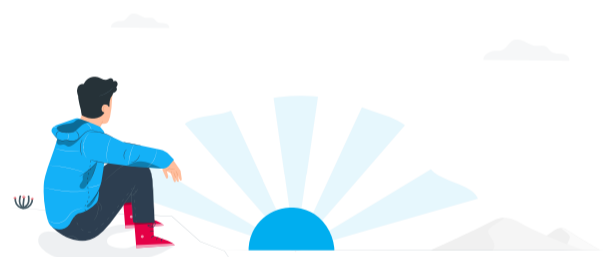
How to contract

- **INFLUENCERS**
- **CONTENT & AFFILIATE**
- **MOBILE PARTNERSHIPS**

Let's take a look



TIPS FOR Contracting and paying influencers



Account for the fact that **influencers are individuals**, so make it easy for them to sign up to your program and delay asking for info (such as banking details) only after you've developed a working relationship with them.

Include **content usage rights** in contracts, in order to leverage user-generated content within additional marketing efforts.

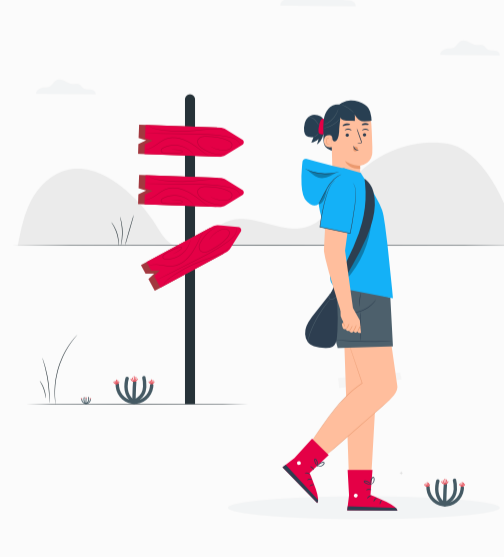
Be flexible with influencers on negotiating **different payment terms** that reward them faster than the traditional 30-day cycle.

Explore creative ways to pay influencers every time they contribute to a sale, through methods like **participation bonuses**.

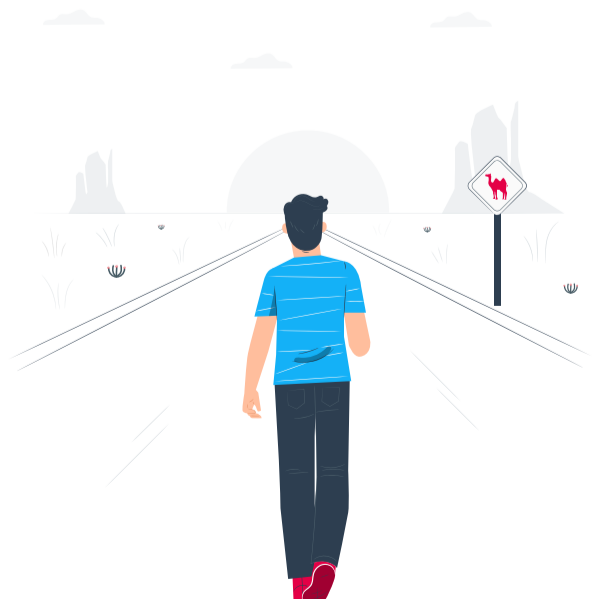
TIPS FOR Contracting and paying content and affiliate partners

Segment affiliate and content partnerships based on where you feel they are adding to the funnel.

Use these segments to determine payout strategies, potentially rewarding higher funnel content publishers via **participation bonuses**.



TIPS FOR Contracting and paying mobile partners



Rather than a cost-per-install (CPI) payout, look into **CPI+ models** that deliver a payout only after a confirming event (the "+") takes place within the installed app, ensuring that the end user actually opened and engaged with the app through methods like participation bonuses.

Use CPI+ as a contracting method to naturally **filter out fraudulent installs** and the lost revenue that comes with them.

Want to find out more about how partnership automation can help you contract and pay different kinds of partners at scale?

