

# **HOW TO GET DOUBLE-DIGIT GROWTH IN YOUR PARTNERSHIP CHANNEL**

## As a retailer did you know that your partnership program can be:

- Your fastest growing channel?
- A reliable source of new prospects?
- Or even attract your highest LTV customers?

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Some of our clients see upwards of 20-30% of revenues generated by their partnership programs!

Those kind of results don't happen by accident, but by design, of course!





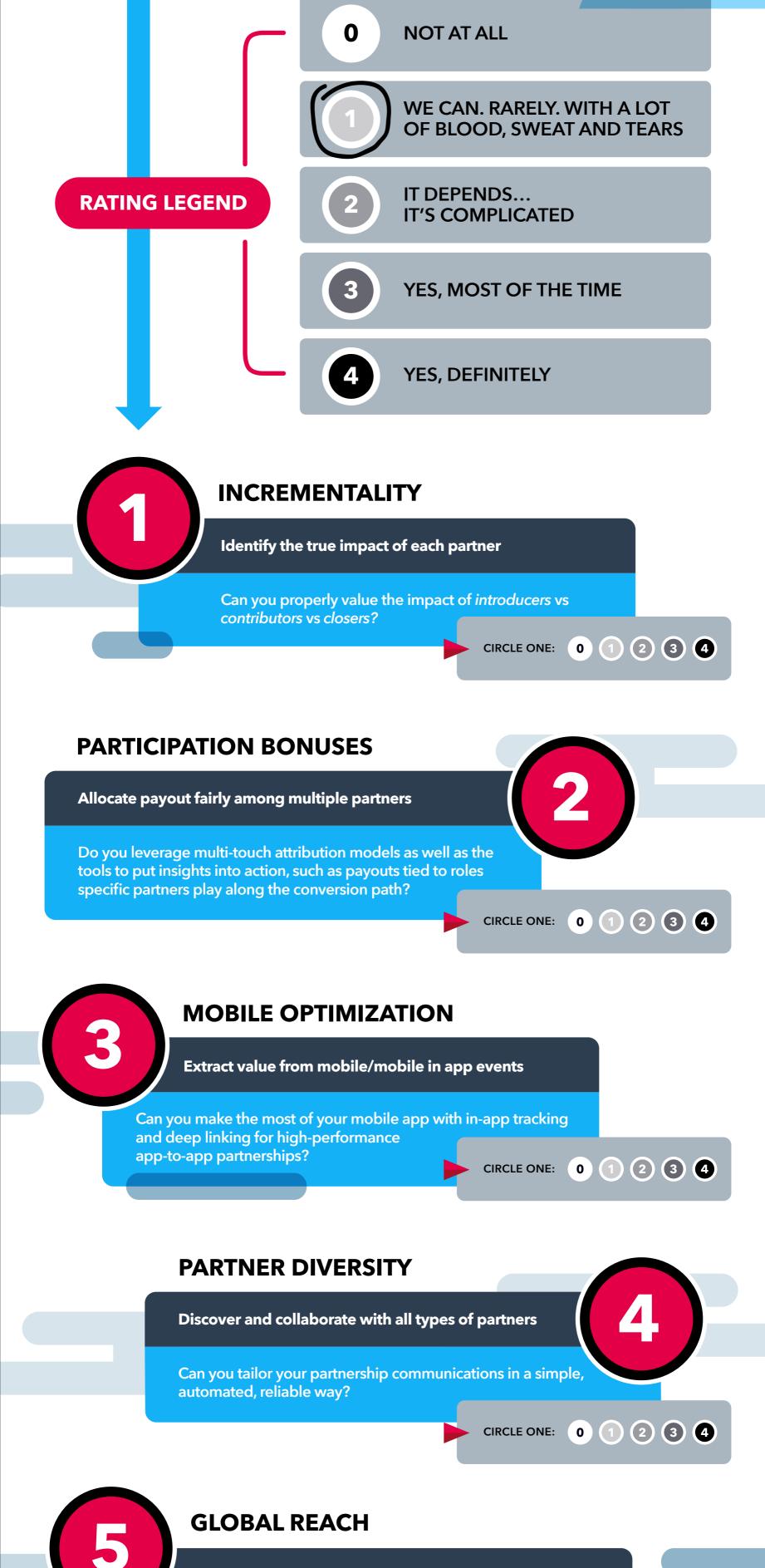
So how does your retail partnership program stack up against the maturity of other programs?

How do you choose the best solution to help manage your partnership program and guide you along that road to maturity?



Use this scorecard to find out in 2 minutes!

Proceed through the scorecard and circle the answer that best applies to you. Total it up, and in 2 minutes, you'll know where you stand in terms of your partnership program's maturity!



Cultivate and facilitate worldwide relationships

Are you able to recruit globally and locally, receive and send

payment in your currency of choice, and manage reporting and invoicing across varying regional regulations?

CIRCLE ONE:

CIRCLE ONE: 0 1 2 3 4

0 1 2 3 4

#### **PROGRAM LIFECYCLE**

#### Adapt your program based on your overall goals

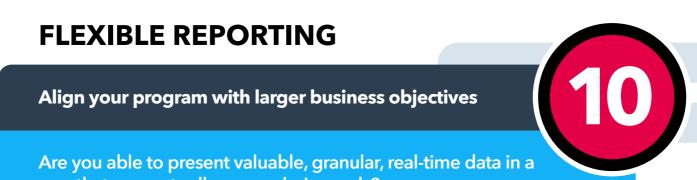
Whether your program is mature and stable or it's continually growing, do you feel you have the tools to support its current stage and take it to the next level?



## **PRODUCT CATALOGS**

Strive for seamless data feed management

Have you integrated your product data feed to take advantage of efficiencies?



way that supports all your analysis needs?

### **PRODUCT-LEVEL OPTIMIZATION**

**Credit and commission strategic products** 

CIRCLE ONE:

CIRCLE ONE:

0 1 2 3 4

0 1 2 3 4

CIRCLE ONE: 0 1 2 3 4

### **PERFORMANCE FRAUD**

#### Only compensate partners who had an impact

Are you able to detect when you are getting fake or organic sign-ups, installs, purchases, or applications and minimize chargebacks?





#### **PROMO CODE ALIGNMENT**

Track and credit with confidence

Can you reliably and flexibly provide your partners with unique promo codes for scalable tracking?

CIRCLE ONE:

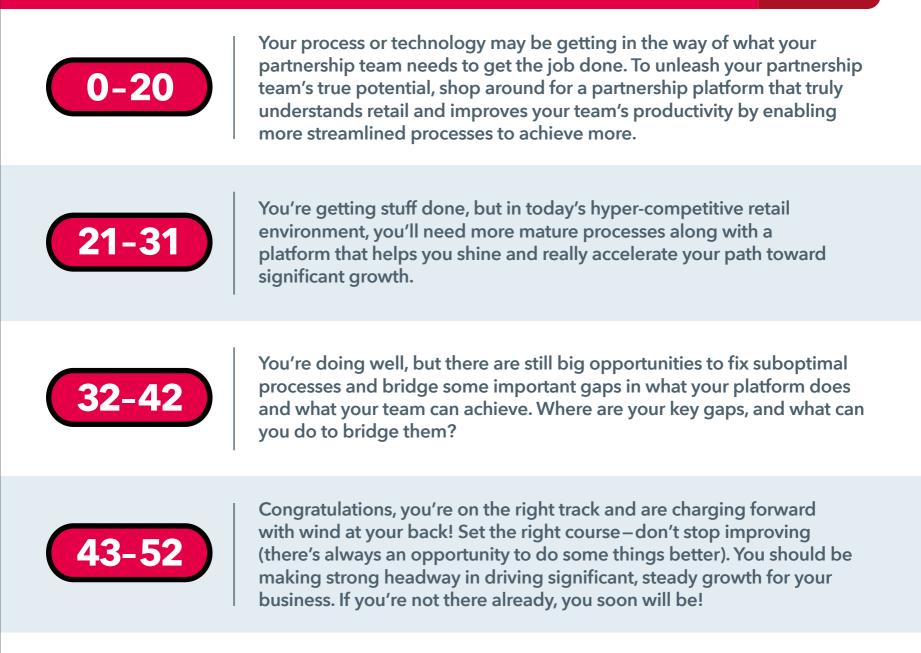
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Add up the numbers in each circled response. Write your score in the box on the right, and compare your score to the ranges below to determine your next steps for finding the right partner!

YOUR SCORE

impact

0 1 2 3 4



To learn more about how Impact can dramatically increase your company's growth and revenues, email us at:

sales@impact.com