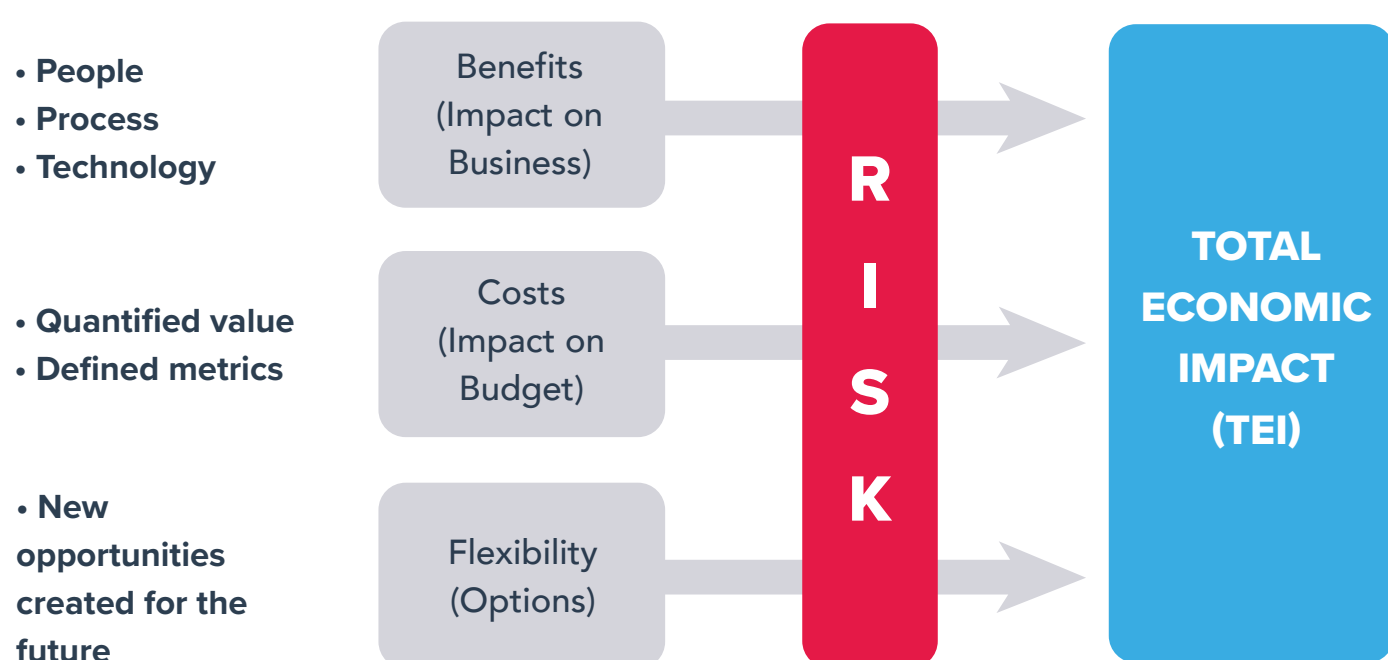




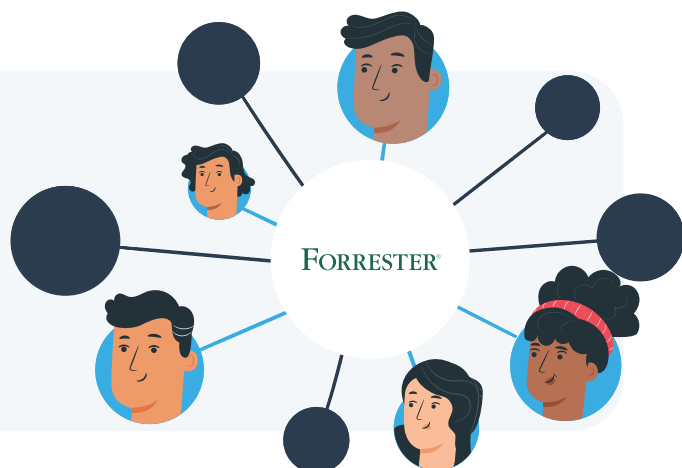
The Bottom Line of Partnership Automation

Based on a Forrester Research TEI(™) study of the Impact Partnership Cloud

The Forrester TEI methodology:



Forrester interviewed **five Impact customers**, then aggregated and averaged the results into one “**composite organization**.”



Before Partnership Cloud

- Disparate systems
- Manual workflows
- Technology unable to handle the end-to-end partner life cycle
- Waning impact of sales and marketing for customer acquisition

After Partnership Cloud

- Partnership revenue and profit +\$1.3 million
- Savings from labor efficiencies +\$704,853
- Savings from discovering and recruiting partners +\$358,107

The Bottom Line



3-year NPV

\$1.7M for an organization with a partnership program with \$11M in annual revenue



ROI

314% over 3 years



Payback period

<6 months



Want to find out your partnership program's ROI?

Visit <https://www.calculator.net/roi-calculator.html>.

The Total Economic Impact™ of Impact's Partnership Cloud, a commissioned study conducted by Forrester Consulting, January 2020