

Top seven challenges in partnerships today

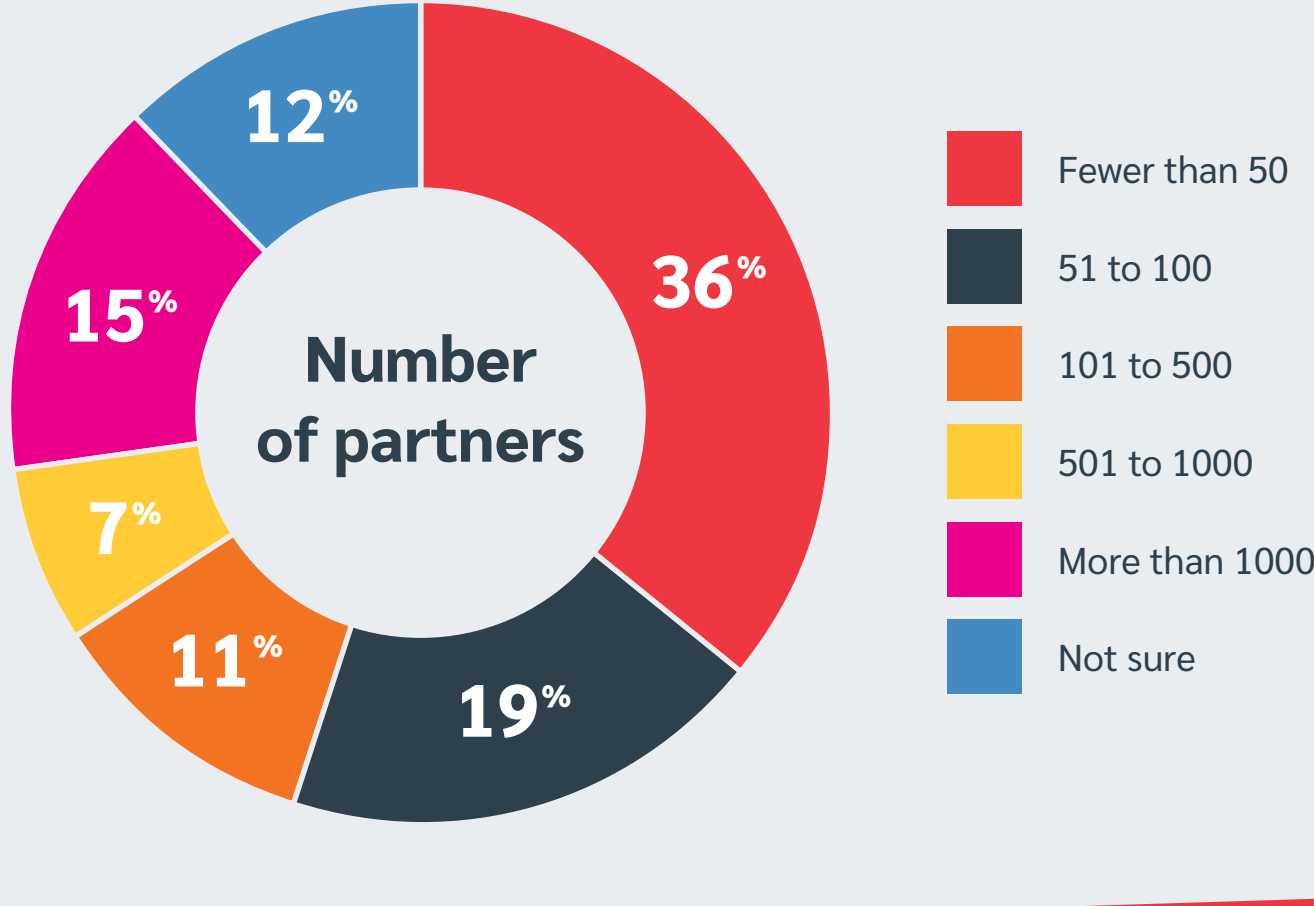
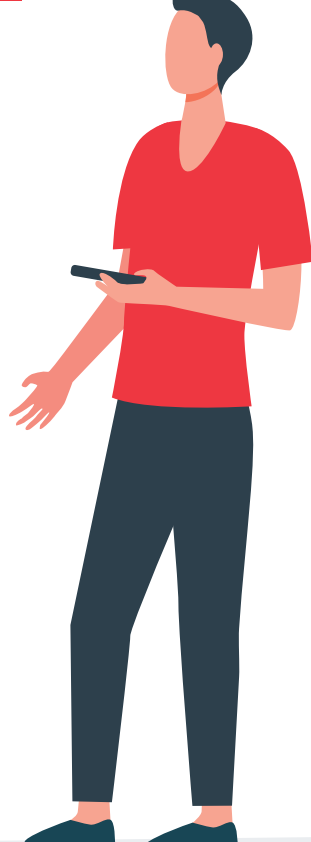
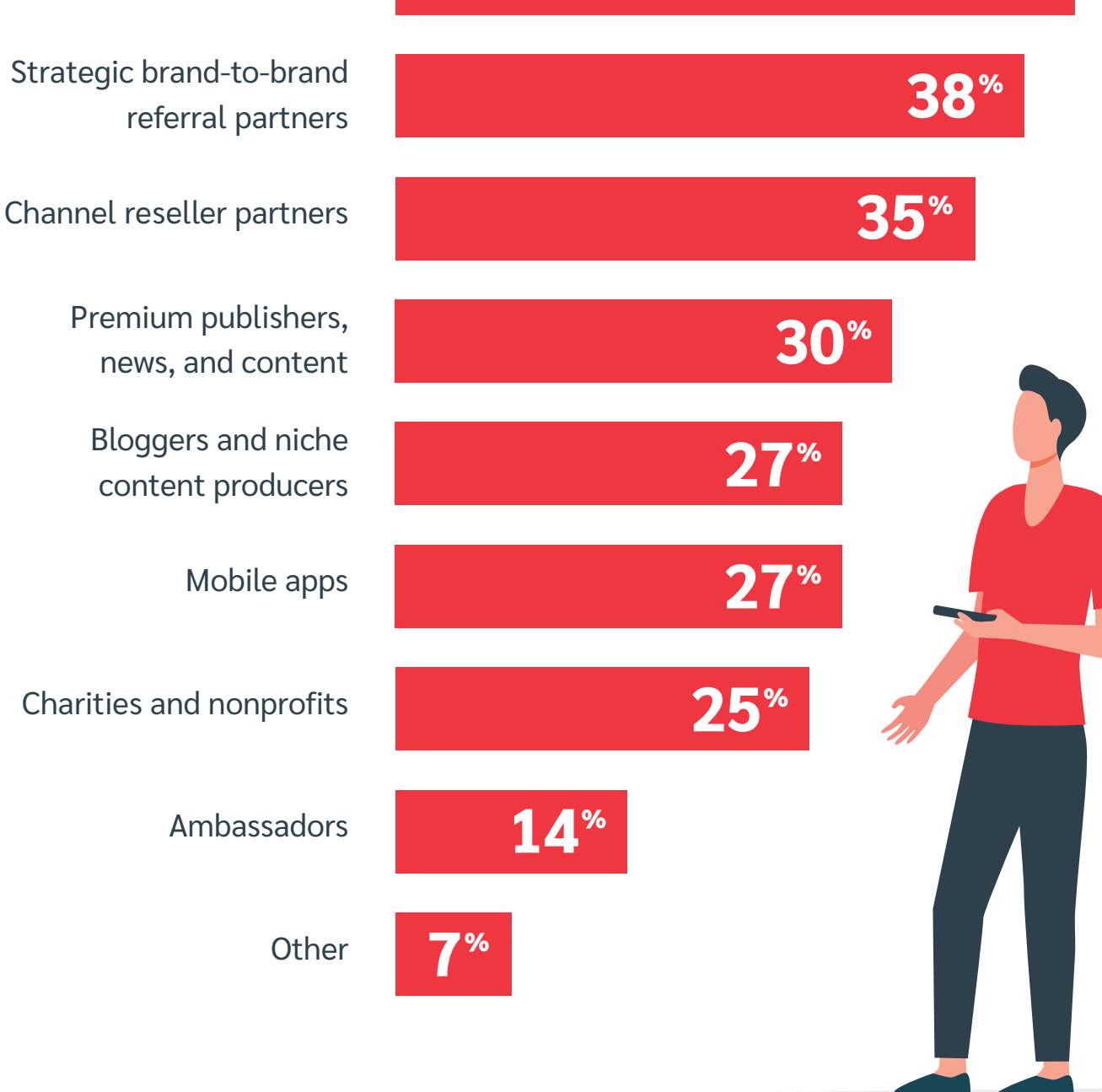
Businesses rely on partners to extend their presence in the market, find new customers, and strengthen the brand, but managing and tracking all partners across all channels can result in a logistical puzzle.

Discover the different partnerships types, number of partners, top challenges, and common goals for partnerships programs today.



Gatepoint Research surveyed **110 executives*** across multiple industries to find out.

Types of partnerships respondents work with

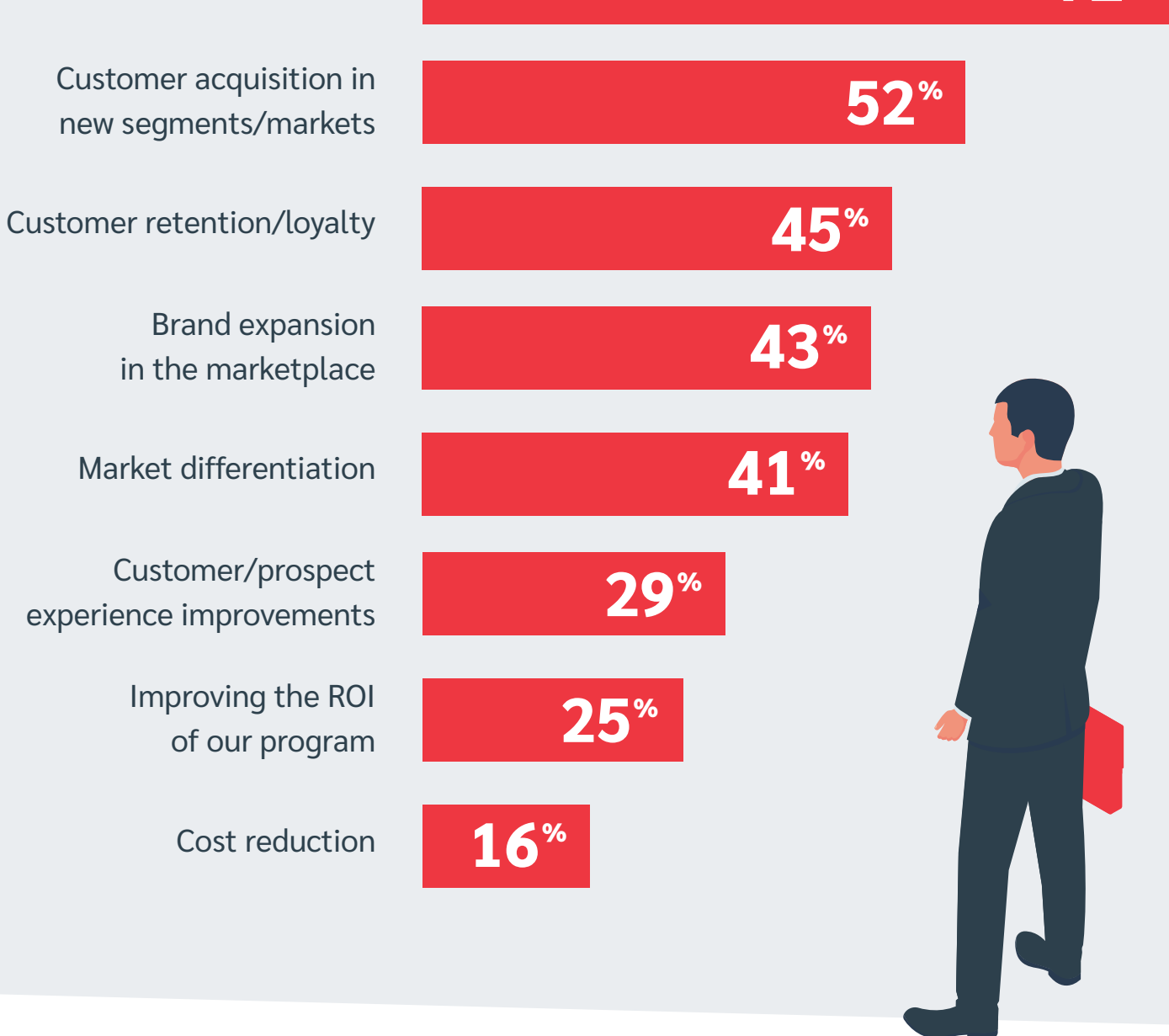


More than half of respondents (55%) perceive their partnership channel to be a significant-to-critical piece of their revenue strategy. Many mature organizations see 28%+ share of revenue coming out of partnerships based on an [impact.com-commissioned research study with Forrester](#).

Top day-to-day challenges related to managing partnerships programs



Business goals that need partner support



Partnership program capabilities that need improvement to meet business goals



Research proves that partnerships are crucial to revenue growth. How do you overcome the partnerships challenges detailed here? With a holistic, end-to-end partnership management system like [impact.com's](#). Get your partnerships – and your revenue growth – on track. Book a strategy session today.

Get in touch

Research conducted by **GATEPOINT RESEARCH**

Research sponsored by **impact.com**

About impact.com

impact.com is the leading global partnership management platform and has been transforming the way enterprises manage and optimize all types of partnerships — including affiliates, influencers, commerce content publishers, brand-to-brand, and more — since its founding in 2008. Through its integrated end-to-end solution, impact.com accelerates business growth by automating the full partnership life cycle, including discovery, recruitment, contracting, engagement, fraud protection, optimization, and payment processing. 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, Levi's and 1-800-Flowers, visit [www.impact.com](#).

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*Management levels represented: 21% hold the title CxO or VP 30% are Directors 49% are Managers
**Except where otherwise noted