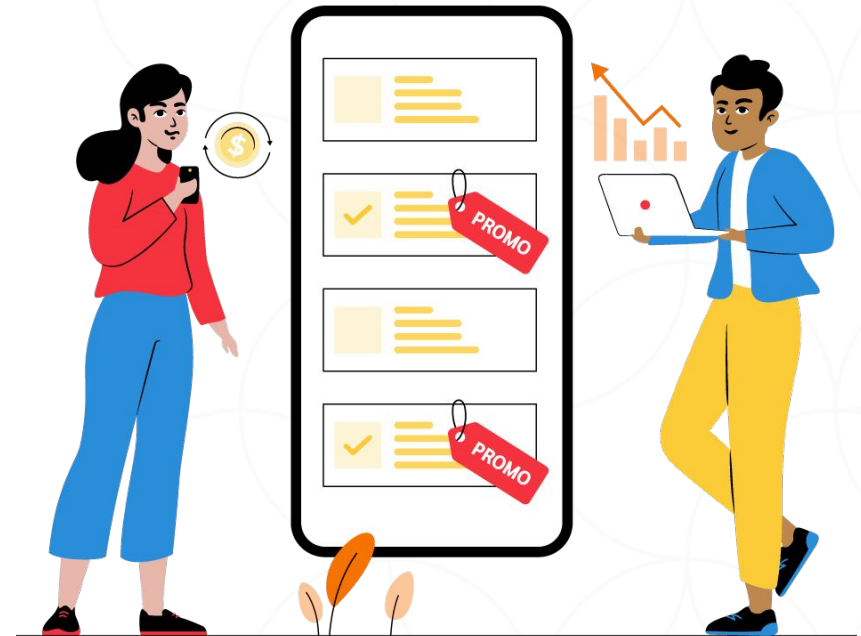




# impact.com x AppsFlyer: Tap into the partnership channel for mobile growth

Your app is great, but it's hard to grab attention in a saturated mobile advertising market.

The partnership channel offers potential for mobile growth marketers. And you won't need an entire dev team to handle a tech integration — because you can leverage AppsFlyer.



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## Seamlessly deploy changes to your app

impact.com and AppsFlyer are pre-integrated. So if you're already working with AppsFlyer, you can activate partner tracking in just a few steps. You won't need a mobile developer for extensive testing and coding work, which frees up your budget and your bandwidth.

## Power up your AppsFlyer links

Use the same links you're already using across your other channels. The impact.com platform automatically adds necessary tracking parameters, so your customer (and partner) experience remains smooth — even in deferred deep linking scenarios.

# The impact.com partnership management platform accelerates growth

It's a match made in mobile marketing heaven: industry-leading mobile measurement directly integrated with category-defining partnership automation grows your app user base.

## The impact.com x AppsFlyer Integration

A global ecommerce brand uses the impact.com x AppsFlyer integration to reward partners for driving in-app actions like sales. In 2022, the partnership program drove over 24 million clicks and 1.1 million actions.

**Now you can add Partnerships to the long list of channels you measure in AppsFlyer.**

*The impact.com x AppsFlyer integration lets you quickly ramp up your partnership channel and measure the installs, in-app events, and user lifetime value (LTV) driven by each partner. Reach out to [sales@impact.com](mailto:sales@impact.com) to learn more.*

**Use the impact.com AppsFlyer app to expand your program and efficiently scale every type of partnership:**



Affiliates



Ambassadors



Sponsorships



Mobile apps



Premium publishers, news, and content



Social influencers



Charities and nonprofits



Strategic B2B partners