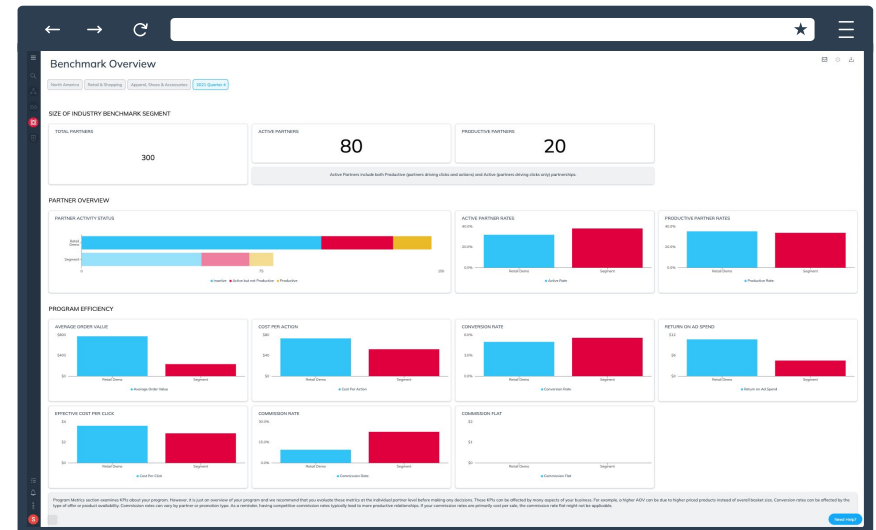


# Stay ahead of the competition with Benchmarking for Brands

Launching a partnership program is only half the battle. To ensure its long-term success, you need to continually track and assess performance, constantly keep abreast of relevant industry benchmarks, and use them to measure success.

With impact.com's Benchmarking for Brands, you can see how your program stacks up to some of the leading partnerships programs. Currently available for North America retail campaigns, the reports ensure you aren't missing out on opportunities to optimize and grow your program.



## Why Benchmarking for Brands?

The feature allows you to identify key metrics, assess where you currently are, determine where you want to be, and create an action plan that will optimize your partner program, increase revenue and long-term sustainability.

### Compare your program to the segment average

Gain a snapshot view of the vertical competitive segment and how your partner program stacks up against your peers.

### Optimize and grow partnerships

Recruit and optimize partners that represent significant revenue potential through impact.com AI-powered recommendations. Engage and activate your active non-productive partners.

### Eliminate performance gaps

Dig deeper into performance gaps to identify areas of improvement and provide partners what they need to effectively promote your products and keep growing your program.

# See where you stand and where to go

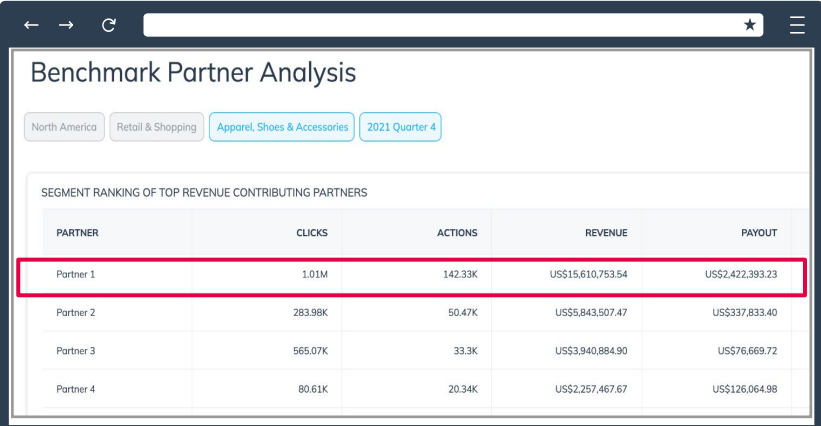
Assess your program using these three key reports:

## Benchmarking Overview

Get a snapshot of the competitive segment. This report gives you insight into the efficiency of your partnerships program by tracking metrics across the course of your campaign and comparing these metrics to the segment performance.

## Benchmark Partner Analysis

Identify potential growth opportunities or gaps in your partnerships program by analyzing individual partners' performance against their performance in the segment and comparing your program to the top revenue-contributing partners of the segment. The report highlights under-indexed partners or potential recruiting opportunities.



PARTNER	CLICKS	ACTIONS	REVENUE	PAYOUT
Partner 1	1.01M	142.33K	US\$15,610,753.54	US\$2,422,393.23
Partner 2	283.98K	50.47K	US\$5,843,507.47	US\$337,833.40
Partner 3	565.07K	33.3K	US\$3,940,884.90	US\$76,669.72
Partner 4	80.61K	20.34K	US\$2,257,467.67	US\$126,064.98

## Recommendations

Explore active partners outside of your program that generate a lot of revenue for the segment, dormant partners that are performing well for the segment, and partners that you can engage with to reinforce under-indexed business models.

With Benchmarking for Brands, you'll see your partnership program more clearly than ever.