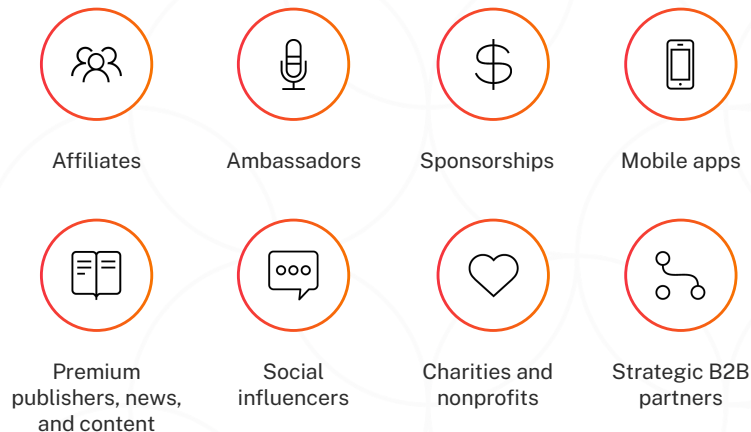


# impact.com x Button: Tap into the partnership channel for mobile growth

Your app drives higher conversion rates, but deep linking affiliate traffic and driving app acquisition is challenging

So you need a new way to find high-value users. The partnership channel offers untapped potential for mobile growth marketers.

Use the impact.com Button app to build superior mobile flows that scale every type of partnership:



## Optimize paths to conversion

Drive more revenue from each click by sending users on the most performant path to purchase (app or mobile website). Automatically route mobile traffic through Button to ensure a smooth customer (and partner) experience and feel confident that your app sales will be tracked and reported in impact.com

## Seamlessly deploy changes to your app

The integration between impact.com and Button means users can activate partner tracking in just a few steps. Once you implement Button's Merchant Library, impact.com and Button handle all configuration and testing on your behalf, making it faster and easier to optimize your mobile performance.

# The impact.com partnership management platform accelerates growth

It's a match! Get industry-leading, AI backed deeplinking integrated with category-defining partnership automation. This gives you the ability to drive incremental revenue, and a single source of truth for the value your productive partnerships drive.



## Find the right partners to drive mobile growth

Find and recruit the best partners across affiliates, influencers, publishers, and more. Then, uncover areas to optimize and expand your program.

## Get better visibility into performance by platform

Build clarity around the real value of your program by platform (desktop, mobile web, and app), to drive confident decision-making and incremental value.

## Take advantage of easy and flexible partnership management

With all of Button's app transaction data piped into impact.com, you can streamline all partner management and reporting in one place to maximize Return on Investment and Return on Effort.

*The impact.com x Button 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.*