

Take Control of Your Partnerships

Impact's Partnership Cloud Elite License (PCEL) empowers publishers to own and operate key aspects of their relationships with partners.

With the PCEL you're able to manage your direct partners by controlling terms and agreements and establishing measurement criteria to determine the overall effectiveness of your partnerships.

Common challenges Publishers face:



Lack of control



Inflexible payout options



Ineffective partnership measurement

Reasons to take control of your partnership channel

Establish direct partnerships

Develop strategic, one-to-one partnerships with top advertisers and no middlemen.

Optimize your data

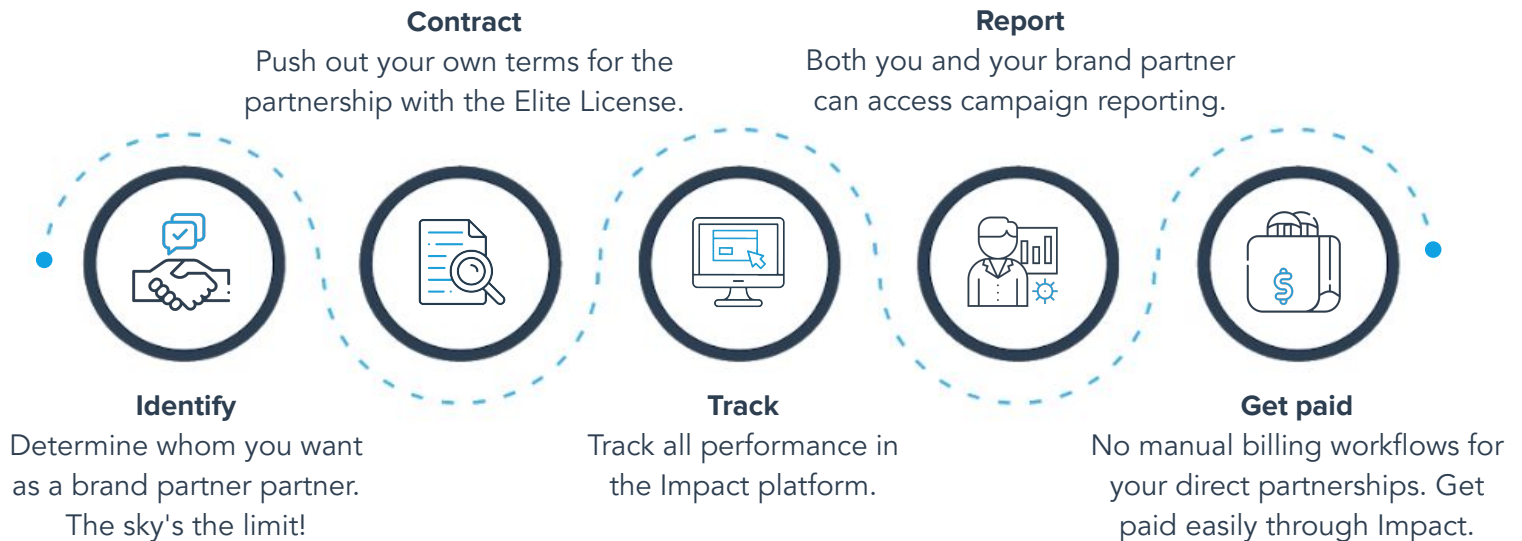
Ensure you're receiving the right amount of data so you can determine how effective your partnerships are.

Get paid more for the value you provide

You set the rules and terms of partnerships with advertisers. Don't settle for getting paid for only a fraction of the value you drive for brands.

Accelerate Your Revenue and Partnership Strategy

The Partnership Cloud Elite License is a solution for publishers that lets you establish optimal terms and obtain all the data you need to drive more revenue from your direct partnerships.



Open up a major new revenue source through Impact's Elite License Program

Advanced Partnership Tracking

Track your brand partner's performance with a variety of metrics all within the Impact platform.

Dynamic Contracting and Commissioning

Create custom terms and contracts so you can define your ideal contract with premium advertisers.

Automated Payment Processing

Manual billing workflows are a thing of the past. Automate all payment processing with the Partnership Cloud.