

Lead the partnership revolution

The partnership channel is one of the most exciting growth opportunities available today.

But companies who manage partnerships in a manual, non-scalable way won't be able to capitalize on these opportunities.

The impact.com partnership management platform ignites growth by unifying and automating how you manage your partners' life cycle to scale your program across a whole spectrum of partnership types.

In a single platform, impact.com orchestrates a vibrant universe of partnerships across the full life cycle



Ambassadors



Affiliates



CSR/charities



Influencers



Publishers, news and content



Native software integrations



Strategic B2B partnerships



Mobile app partnerships

Drive revenue growth

Mature clients drive 20-30% of incremental revenue through the partnership channel, with some seeing 50% YoY growth.

Reward value

Flexible compensation and powerful journey analytics ensure that your partners are compensated for the value they bring.

Diversify your partners

Reduce your reliance on a handful of partners. Efficiently identify and onboard all types of partners at an unprecedented scale.

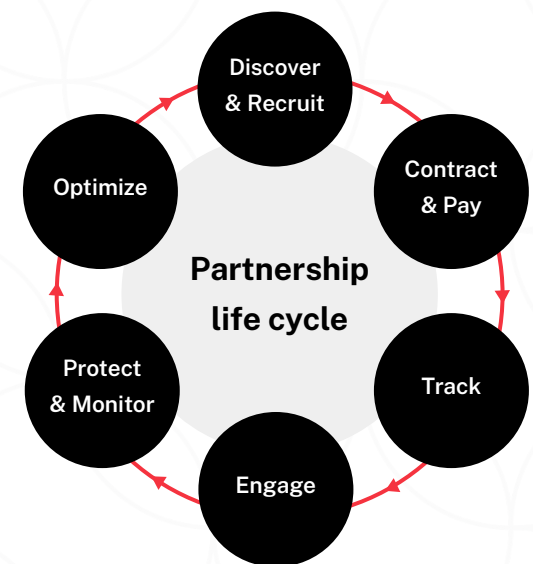
Increase transparency

Consolidate all interactions and learnings into a centralized partner CRM, enabling your whole team to stay in-the-know.

Manage the art of partnerships like a science

The impact.com platform handles the entire partnership life cycle across a multitude of partnership types.

- 1. Discover & Recruit.** Discover partners from across the globe and recruit them with scaled nurture campaigns.
- 2. Contract & Pay.** Contract them and negotiate their pay based on the value they deliver to your program.
- 3. Track.** Track the traffic they drive across all properties and devices, throughout the customer journey.
- 4. Engage.** Engage them with new products, creatives and incentives to drive revenue and keep your program top of mind.
- 5. Protect & Monitor.** Protect your program from fraud and monitor compliance to your guidelines.
- 6. Optimize.** Optimize your partnerships by measuring value and fine-tuning incentives to motivate action.



Lenovo drives **25% of total revenue** through the partnership channel.



Join impact.com along with other leading enterprises by contacting sales@impact.com

www.impact.com

Request a demo