



# Partnerships: A better way to drive mobile growth

# 87%

of new app users go dormant within 7 days

# 90%

of new ad spend goes to Facebook & Google

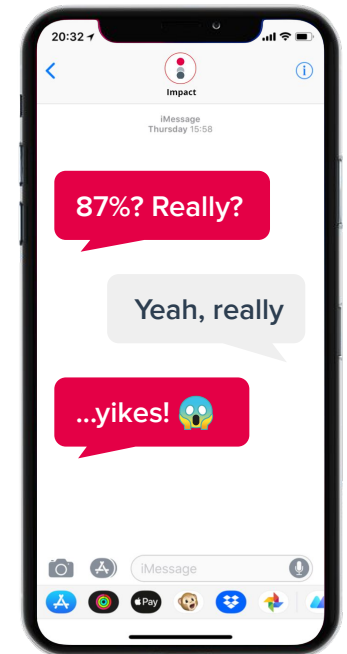
# 25%

of installs are fraudulent or misattributed

## Marketing spend going up? ROI going down?

We can help you with that. Impact's Partnership Cloud empowers mobile growth marketers to:

- Partner directly with social influencers, premium publishers, and other apps
- Pay only for installs that result in real engagement
- Automatically filter out fraudulent and misattributed installs



Drive valuable installs, protect yourself from fraud, and identify incremental spend.



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### Acquire high-value users

It's not enough to drive new users, you need *high-value* users. With the Partnership Cloud, you can pay only for new, active users and engagement, rather than just install volume.

### Protect against fraud

One in four paid installs is fraudulent. Protect yourself (and your budget) from wasting spend on fraudulent or mis-attributed installs and in-app events.

### Own your relationships

Manage and pay all your CPI networks in one place—and form direct relationships with top performers and any other partners you can think of.



*"We've had great success scaling our program on the Impact platform. The automation of payment processing, onboarding, and streamlined communication between publishers make it extremely pain-free to maintain and grow partner relationships."*

— Stephanie Soly  
User Acquisition Manager,  
Drop



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### See the whole picture

Understand what kind of value each partner drives across both web and app—whether it comes early or late in the conversion path, and whether or not they end up receiving credit. Apply those insights by adjusting each partner's contract to target the highest value users.

### MMP? CDP? NBD

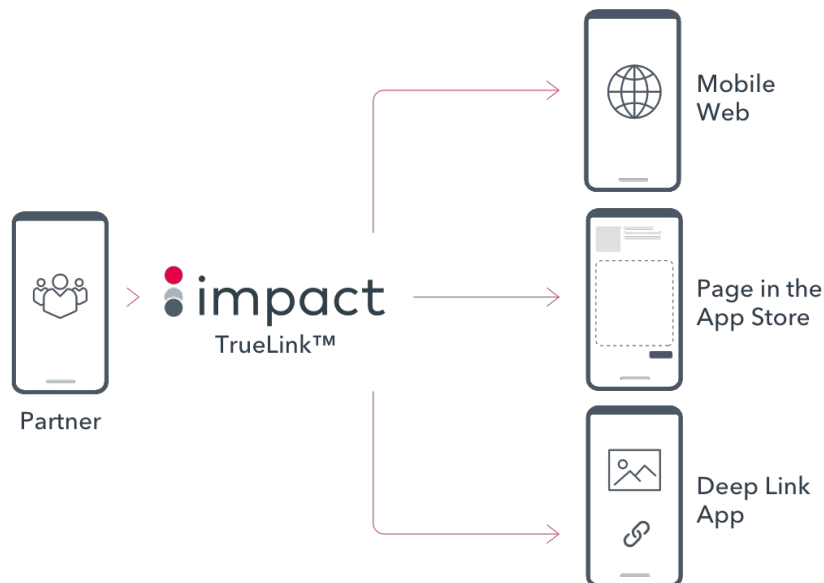
We can plug into your mobile measurement partner or customer data platform, if you have one. Or we can handle the in-app tracking for you. That's cool too.

### Trust, but verify (your CPI)

Tie install payouts to downstream events through our Verified CPI (CPI+) option. Pay only once a user actually engages—or pay a little for an install, then a bigger bounty for a first order, first ride, or tutorial completion.

### Skip the SDK

SDKs can be a pain to integrate and can bloat your app. Our API-based solution optimizes performance, minimizes development time—and requires no work for your partners.



### Deep link smarter, not harder

Forget juggling one link for your app and another for web – send your users to the right page of your app or mobile website with TrueLink, our deep linking tool.

To learn more about driving mobile growth through partnerships, contact us at sales@impact.com to schedule a demo.