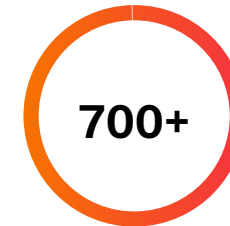# Partner with impact.com to become an agent of growth for your clients

The partnerships channel offers one of today's most exciting growth opportunities. But manually managing partnerships across a hodgepodge of siloed solutions can lead to fragmented data and inaccurate insights.
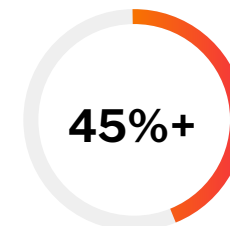
You don't have to settle for these archaic processes — your deep agency expertise combined with the power of an independent software as a service (SaaS) platform allows you to drive even more growth and unlock additional value across the partnership life cycle for your clients.
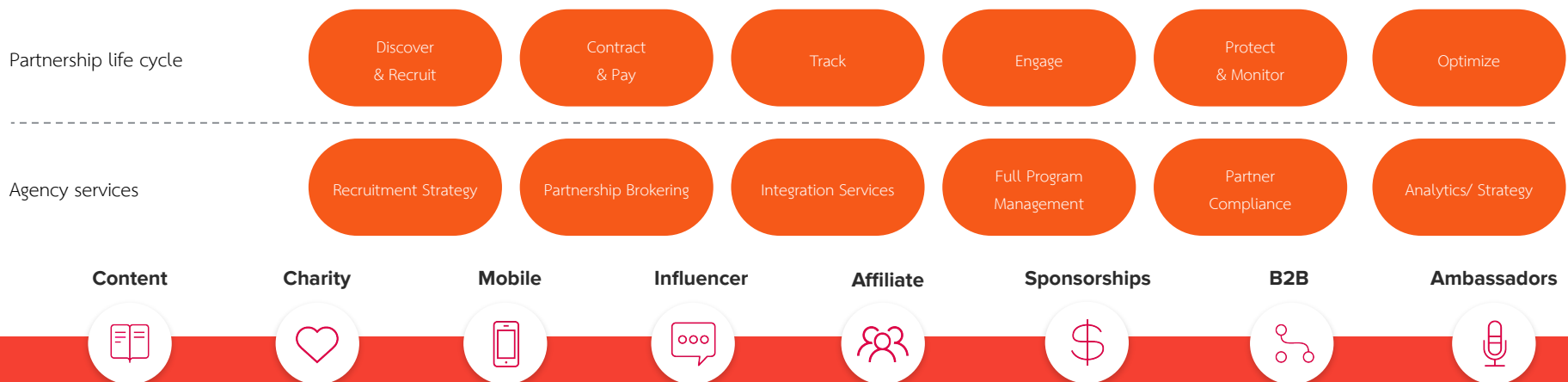
**700+** — Active agency-managed programs

**$3.8b+** — Agency-managed revenue

**45%+** — impact.com customers managed by certified agencies

| Partnership life cycle | Discover & Recruit | Contract & Pay | Track | Engage | Protect & Monitor | Optimize |
|---|---|---|---|---|---|---|
| Agency services | Recruitment Strategy | Partnership Brokering | Integration Services | Full Program Management | Partner Compliance | Analytics/ Strategy |

**Content**  **Charity**  **Mobile**  **Influencer**  **Affiliate**  **Sponsorships**  **B2B**  **Ambassadors**

# Driving the partnership economy forward

Comprised of brands, publishers, and agencies, the partnership economy supports a multitude of players — each of which have a diverse set of needs. At impact.com, you'll find dedicated solutions that serve the unique needs of each stakeholder and power the partnership experience, from discovery through to optimization.

*"The impact.com platform has been instrumental in helping us find and source new types of partnerships — everything from influencers to content to more traditional partnerships — and then consistently communicating and understanding how they are interacting with each other."*

**Kristina Nolan,** VP of Affiliate Marketing, DMi Partners

adidas   HSBC   airbnb   UBER   Lenovo.   ticketmaster®

**Unlock new revenue streams and open new channels of growth for clients**

**Streamline portfolio management:**
Manage all portfolio relationships on one platform. Cut out unnecessary administrative work, save time, and free up resources.

**Deliver additional insights:**
Gain full data transparency across customer portfolios, programs, and campaigns. Deliver measurable value and keep clients coming back.

**Join the Agency Partner Program:**
Get business referrals, find revenue-sharing opportunities, and access tools specific to scaling your agency.

---

**impact.com**

The partnership management platform by impact.com empowers agencies, brands, and publishers to manage and optimize all of partnerships through every stage of the life cycle from discovery and recruitment through optimization.

**impact.com / Studio**

impact.com's Studio is an end-to-end influencer campaign automation tool that provides an opt-in network of 175k+ influencers, workflows for content and branding campaigns, and in-depth campaign reporting for influencer marketers, agencies, talent managers, and creators.

**AFFLUENT** by impact.com

Affluent is an analytics and automation platform designed to help agencies manage partnerships programs at scale, so they can oversee client portfolios across multiple networks and platforms, automate client reporting, and optimize program performance.