

Welcome to Partnerships Experience Academy (PXA)

Free online courses and certifications for everyone in the partnership economy

Why everyone needs to #MasterPartnerships

Influencers, affiliates, strategic business partners, media partners — modern partnerships come in more variety than ever before, and they are a primary channel for driving growth and revenue. So whether you're a brand just getting started, a partnerships veteran, a creator, agency, or publisher, you need the latest skills and best practices to thrive in this ecosystem. PXA is here to help.

Get a career boost

Partnerships are a direct lever for value to your company, clients, and/or customers. At PXA, you'll build your credentials and professional stature by learning how to build partnerships that reach new audiences — using industry-approved best practices vetted by the PXA Council and recognized leaders in the partnerships industry.

An online university for all things partnerships

At PXA, you can access live, instructor-led training and short courses on all aspects of partnership management, measurement, strategy, and growth. From the basics to advanced attribution techniques, it's all free at PXA.

Popular courses include:

- **Getting started with affiliate marketing and partnerships**
- **Getting started with influencer partnerships**
- **Getting started with brand-to-brand partnerships**
- **Affiliate marketing goals, competitive assessment, and commission rates**
- **Affiliate marketing contracts and policies**
- **How to recruit and engage affiliate marketing partners**
- **How to track and optimize affiliate marketing relationships**
- **How to get started with affiliate media buying**

Meet your instructors



Jaime Birch

CEO, JEBCommerce



Adam Weiss

*Principal Consultant, Weiss
Digital Consulting*



Brianne Schmidt

*Director of Affiliate Marketing,
Gen3 Marketing*



Julia Stanley

Consultant, LT Partners



Sarah Dayes

*Chief Client Officer,
Acceleration Partners*



Bryce Widelitz

*Former Sr. Director of Business
Development, CNN*



Samantha Parsons

Director, PXA. Impact



Kristina Nolan

VP of Affiliate, DMi Partners

What are you waiting for? Get started now!

Enroll at impact.com/partnerships-experience-academy/. Follow us on LinkedIn, Twitter, Facebook. Share with your community!