

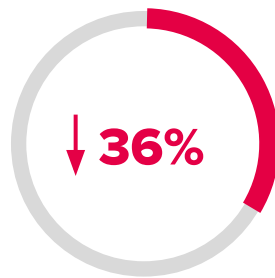
Gain access to untapped revenue streams with Impact's Marketplace

Your traffic is up - but your revenue is down. That's a conundrum for publishers. What if you could use your audience to diversify your revenue streams and build a new channel to increase profitability? Let's take a look at how.

The state of publisher revenue now



Page views are up 30%, but ad spend has flattened



As a result, CPMs have fallen 36%



Publisher ad revenues have dropped 50% in 2020 alone

Grow your revenue with direct partnerships with Impact

Connect with advertisers

Gain access to thousands of advertisers all in one place.

Understand your total value

Use advanced tracking and consumer journey insights to determine how much value you provide to your merchants.

Save time with automation

Automate all aspects of contracts and payouts — and gain time to generate more revenue with more partnerships.



Work with these brands and more on Impact Marketplace

Uber



HARRY'S



ticketmaster



Holistic reporting and actionable insights

Gain full visibility into on-demand data and make strategic partnerships decisions based on where you fit in to the consumer journey.

The dashboard includes a top navigation bar with 'Home', 'Brands', 'Reports', 'Ads', 'Products', and 'Tools'. A balance indicator shows '\$5,257,003.79'. Key metrics are displayed in three boxes: 'AVAILABLE BALANCE' (\$5,257,003.79), 'UPCOMING' (\$16,366,099.29), and 'OVERDUE' (\$1,685,751.78). A 'SNAPSHOT' chart shows performance from Jul 14 to Jul 20, 2020, with a table below it:

Metric	Value
Clicks	1,779,295
Actions	416,888
Payouts	\$1,851,569
Sale Amount	\$34,646,634
Conversion Rate	23.41%
EPC	\$0.99

Other features include 'CREATE A LINK' for promoting brands, 'FIND NEW BRANDS TO PROMOTE' with a table of potential partners, and sections for 'UPCOMING CONTRACT CHANGES' and 'PROPOSED CONTRACT UPDATES'.

Advanced partnership tracking

Create links and track partner performance all within the Impact platform.

Grow your content commerce program

Search and recruit thousands of merchants all from one place.

Join the Impact Marketplace and expand your revenue opportunities today.



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Get in touch