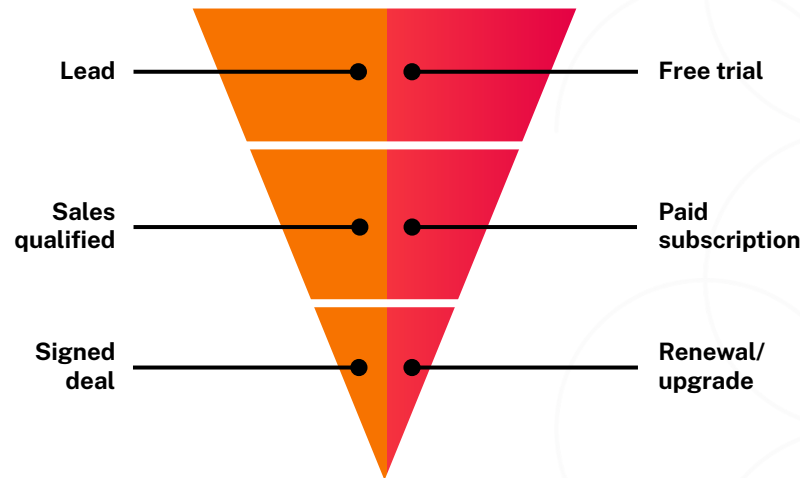


impact.com + Salesforce Sales Cloud: Drive SaaS growth through partnerships

Salesforce, a pioneer in sales automation, improves customer relationship management (CRM) for sales teams — and leads with nearly 20 percent of the market share. Partnerships offer a potent opportunity to boost your lead pipelines and drive sales. But it’s tricky to grow a partnership and prove its value along the sales funnel without a way to efficiently manage, optimize, and scale throughout its entire life cycle. Enter the impact.com and Salesforce Sales Cloud integration — a bidirectional connection that allows partners to submit and monitor leads as they progress within Salesforce.

Sales-led funnel

The impact.com Salesforce CRM integration tracks your leads as they advance through the sales funnel. You’ll then see that activity in your impact.com reporting and can pay the partner automatically when the lead reaches the desired stage in the funnel.



Product-led funnel

Unique tracking links allow you to see which partners drove which new customers. Whenever those customers take a new action, like an upgrade or a renewal, it’s automatically tied back to the referral partner.

In a single platform, impact.com helps you create new revenue streams and efficiently scale every type of partnership:



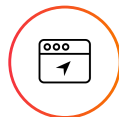
Tech partners



Consultants and agencies



Affiliates



Channel referrals



Educators



Premium publishers



Influencers



Review and comparison

Scale every type of partnership with the impact.com partnership management platform

Let partners directly submit leads

Empower partners to submit leads to your Salesforce Sales Cloud CRM directly in-app.

Pay only for results

Reduce operational overhead by automating payouts with smart, electronic contracts, and only pay when a partner drives real results for your business.

Give partners increased visibility

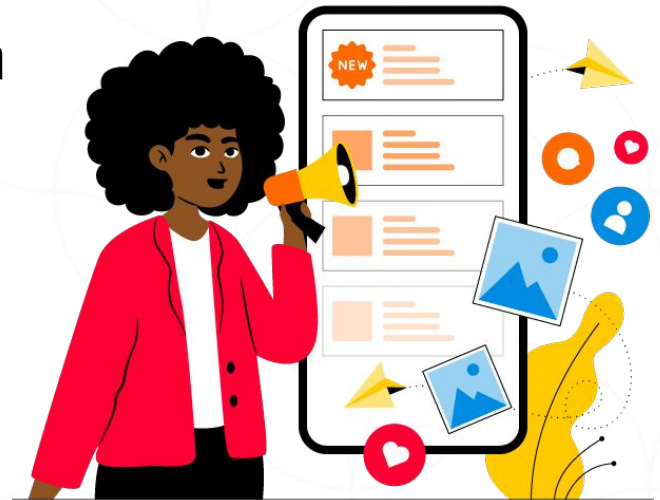
Partners can track submitted leads by viewing their funnel stage, expected close date, and potential earnings — all in one place.

Track and attribute value

Going beyond standard reporting to identify which events each partner drives allows you to measure ROI and prove the value of your partnerships channel.

Make partners more productive

Get your partners to achieve productivity as efficiently as possible by hosting educational resources and training materials on the partner portal.



Find and recruit new partners

Discover consultants, educators, specialist publishers, and more — then easily recruit them with automated tools.

Support co-marketing opportunities

From in-person events and webinars to co-branded marketing collateral, partners can request funds to promote your company.

Partnerships are a key growth lever for enterprises, and the right tech platform can make all the difference. Contact a growth technologist at grow@impact.com to learn more about the impact.com and Salesforce integration or to schedule a demo today.