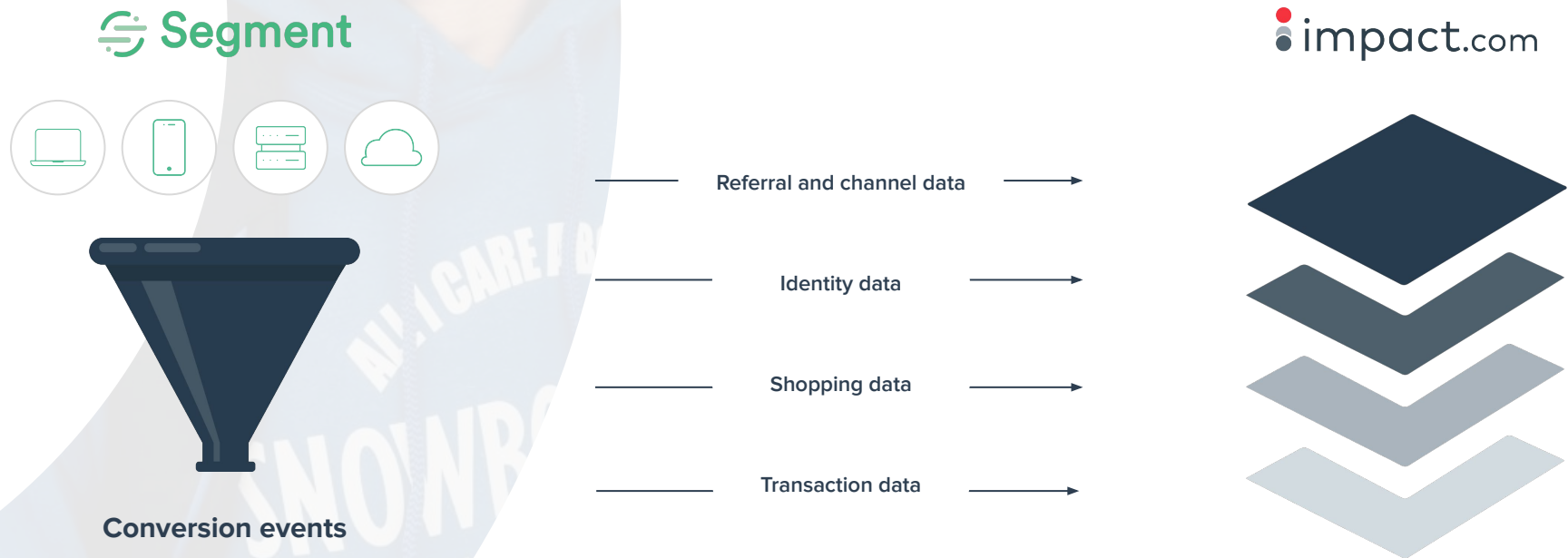


# Segment + impact.com: Accelerate revenue growth with partnerships

Partnerships have emerged as a key lever of growth for modern enterprises looking to reach customers and win their trust. But launching a new channel (or switching technology providers) takes dev resources and time.

That's where impact.com and Segment can help. Since impact.com directly integrates with Segment as a destination, you have the flexibility to deploy data with ease, so you can track your web and app events and create productive partnerships in no time.



*Segment seamlessly notifies impact.com of all major events across your mobile, web, server, and cloud app sources in real-time, letting you take action on your customer touchpoints in key moments along the customer journey.*

# Skip straight to the good part: growth

## Fast-forward your launch

Already working with Segment? Just enable impact.com as a destination and quickly launch your new partnerships program (or migrate an existing one), without relying on developers — saving you precious time and resources.

## Accurately track the buyer journey

The integration passes anonymized identity data to impact.com, which allows you to understand the full buyer journey, measure the incremental value of each of your partners, and identify which paths are driving the highest conversions.



Segment, the leading customer data platform (CDP), makes it easy to connect data from your digital properties to impact.com's platform, accelerating the time to launch your partnerships program.

## It's never been easier to tap into the partnership channel

Integrating new technology can be hard, but it doesn't have to be. To learn more about accessing impact.com via Segment, reach out to [grow@impact.com](mailto:grow@impact.com).