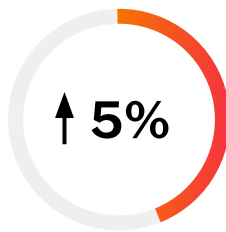


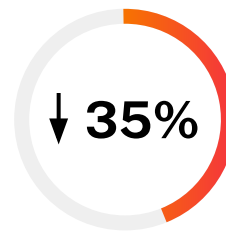
Gain new revenue opportunities with impact.com's Marketplace

The decline in programmatic display advertising revenue, CPMs, and overall ad revenue presents a challenge for publishers. Imagine leveraging your audience to diversify revenue streams and establish a new channel for enhanced profitability. Here's how:

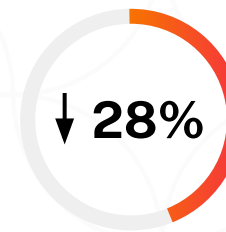
The state of publisher revenue now



Page views are up 5%, but ad spend has flattened in 2023



As a result, CPMs have fallen 35%



Publisher ad revenues have dropped 28% in 2023 alone

Grow your revenue with direct partnerships with impact.com

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 the value you provide to your merchants.

Automate partner education

Automate contracting and payouts and spend time generating more revenue with your partnerships.

Work with these brands and more on impact.com Marketplace

Uber



HARRY'S

ticketmaster

Walmart

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 screenshot shows the impact.com dashboard with a navigation bar (Home, Brands, Reports, Ads, Products, Tools) and a balance of \$5,257,003.79. Key sections include:

- AVAILABLE BALANCE:** \$5,257,003.79 (Autopay on the 1st of the month)
- UPCOMING:** Tracked but not approved: \$16,366,099.29; Approved but not due: \$9,838,060.34
- OVERDUE:** Waiting for brands to pay: \$1,685,751.78
- SNAPSHOT:** A line chart showing performance from Jul 14 to Jul 20, 2020. Below the chart are summary statistics:

Clicks	Actions	Payouts	Sale Amount	Conversion Rate	EPC
1,779,295	416,888	\$1,851,569	\$34,646,634	23.41%	\$0.99
- FIND NEW BRANDS TO PROMOTE:** A table listing potential brands:

NAME	CATEGORY	PAYOUT	30 DAY EPC	Action
Sharkclean (www.sharkclean.com)	Bed & Bath Household Essentials & Services	Online Sale 4%	N/A	Apply
Ninjakitchen (www.ninjakitchen.com)	Kitchen & Dining Household Essentials & Services	Online Sale 4%	N/A	Apply
Canningvale Australia (www.canningvale.com)	Bed & Bath Furniture & Home Decor Home Improvement	Canningvale - Online Sale 8%	N/A	Apply
- CREATE A LINK:** A section for promoting any brand with a simple link, showing a link for 1-800 CONTACTS: [https:// 1-800contacts.2cw9.net/0MPRP](https://1-800contacts.2cw9.net/0MPRP)
- UPCOMING CONTRACT CHANGES:** Lists changes for Eve's Addiction Jewelry (Sep 1, 2020) and Snapfish (Oct 1, 2020).
- PROPOSED CONTRACT UPDATES:** Lists updates for Footaction (Apr 30, 2020) and Kohls (Oct 3, 2019).

Advanced partnership tracking

Create links and track partner performance all within the impact.com platform.

Grow your content commerce program

Search and recruit thousands of merchants all from one place.