

Drive significant business growth with the partnership economy

The partnership economy enables collaborative relationships between brands and publishers to reach their objectives, such as referring customers, increasing brand awareness, and more.

Gain access to a robust suite of interconnected tools, functioning together to increase the success of all stakeholders in the partnership economy. **Brand tools** help increase operational efficiencies and drive revenue growth. **Publisher tools** increase productivity and allow publishers to work with brands at scale. **Agency tools** empower agencies to be more effective for the brands they support.



impact.com partnership management platform

For brands, publishers, creators, and agencies

An end-to-end partnership management platform that helps brands drive revenue growth, acquire new customers, and manage all types of partnerships in one unified place. A marketplace lets brands discover and recruit high-quality partners. Robust tracking and reporting ensure an accurate view of performance. In addition, flexible contracting and automated payments make it easy to manage hundreds or even thousands of partnerships.

impact.com influencer partnerships solution

For influencer marketers, agencies, talent managers, and creators

An all-in-one influencer partnerships solution that helps businesses increase brand awareness, create authentic brand trust, and grow revenue. A marketplace connects brands with influencers and creators, campaign management tools make it simple to launch and manage collaborations at scale, and a managed service offering gives marketers access to our in-house influencer expertise — making it easy for brands to effectively reach their influencer campaign goals.

Thrive in the partnership economy

Trackonomics by impact.com

For commerce content publishers and ecommerce affiliates

A comprehensive suite of tools that enable publishers to effectively promote and drive more revenue growth for brands. Trackonomics helps affiliates create, analyze, and optimize content at scale. It aggregates data from more than 100 affiliate networks into one consolidated view, provides full-funnel revenue attribution to help publishers optimize their efforts, and automatically detects and replaces broken links to eliminate lost revenue.

Affluent by impact.com

For agencies

A data analytics platform designed to help agencies increase operational efficiencies and improve program performance. Affluent aggregates and standardizes data from all affiliate marketing programs and networks into a single platform. Users can easily identify growth opportunities across all programs with Affluent's Publisher Intelligence tools, customize dashboards to highlight relevant metrics, and automate all reporting needs.

Partnerships are key to growing your business, and the right technology can make all the difference. Schedule a demo or contact grow@impact.com to learn more about impact.com's product offerings.



Pressboard by impact.com

For content creators and branded content studios

A branded content analytics platform that improves creators' ability to efficiently work with brands and helps increase the performance of their campaigns. Creators, agencies, and brands use Pressboard to effectively measure their sponsored content, ecommerce, and social media programs. The Pressboard Studio aggregates data across platforms into a single dashboard and provides accurate metrics to show how consumers are engaging with content.