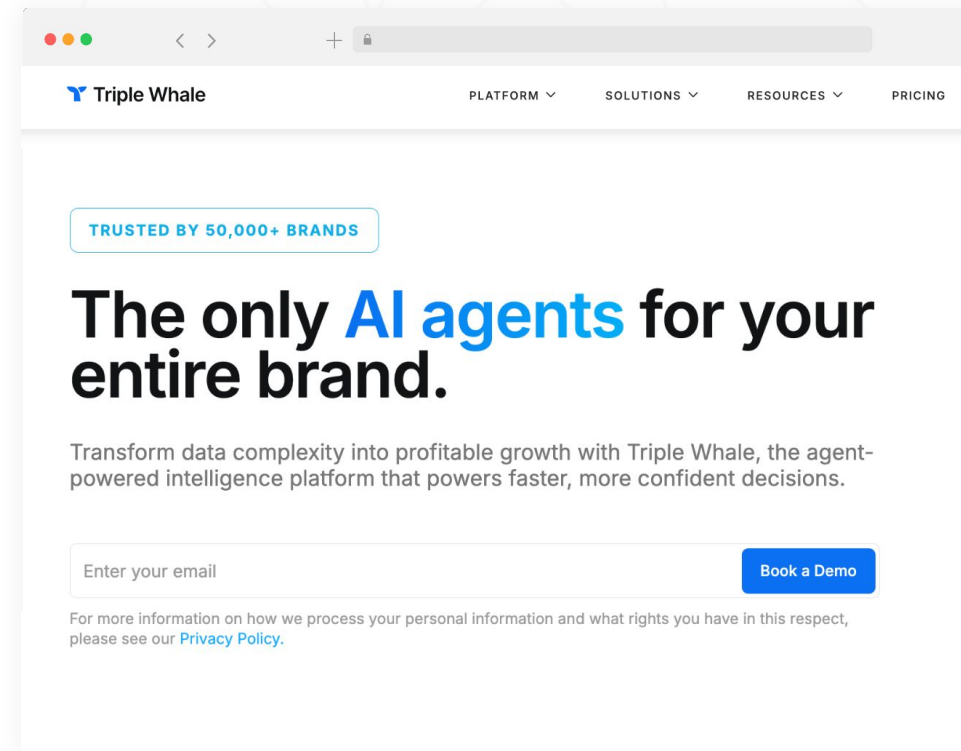


What is Triple Whale?

[Triple Whale](#) is an AI-powered intelligence platform that helps consumer brands know what's actually working in their business, what's not, and what they should do next.

We pull all your data into one place, verify it with trusted measurement tools, and apply industry-leading AI to turn it into insights and recommendations you can actually use.

From there, you get the power to act, with AI agents that execute for you, and automations that make your entire tech stack smarter and more effective.

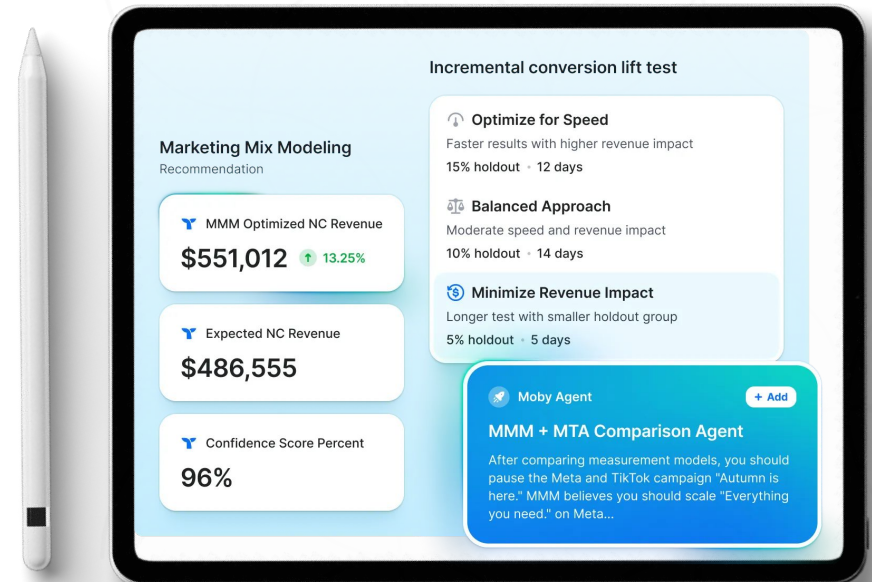


How It Works

- **Seamless Connection:** The [impact.com](#) integration connects directly to your Triple Whale dashboard.
- **Unified Data View:** Partnership performance data (commissions, conversions, partner revenue) flows into the same dashboard you already use for ads, sales, and attribution.
- **Automation:** Key metrics auto-populate, saving time and reducing errors.
- **Cross-Channel Insights:** Compare partnership results side-by-side with paid media, email, and organic.

The Benefits

- **True ROI Visibility** – Understand exactly how partnerships contribute to revenue, not just last-click.
- **Smarter Budget Allocation** – Invest in partners driving incremental growth.
- **Time Savings** – Eliminate manual reporting and fragmented spreadsheets.
- **Better Decisions, Faster** – Spot trends, optimize campaigns, and scale top-performing partners.
- **Holistic Growth Picture** – See partnerships as part of your bigger marketing ecosystem.



The Big Picture

This integration gives e-commerce brands a single source of truth for performance. No guessing, no channel blind spots. With partnerships alongside your other data in Triple Whale, you can make faster, smarter, profit-driven decisions.

Check out the [Triple Whale x impact.com integration](#) page to get started.

Finally, see the full impact of your partnerships — right inside your source of truth for ecommerce growth.