

# Planning your transition from affiliate networks to impact.com

A step-by-step migration guide



## Step 1: Secure internal buy-in

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### Demonstrating ROI

What key metrics (e.g., revenue growth, cost savings) will highlight the ROI of this transition?

How can enhanced tracking and analytics from impact.com be presented as a competitive advantage?

What examples can you use to show how this platform diversifies revenue streams?

## Step 1: Secure internal buy-in

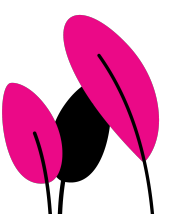
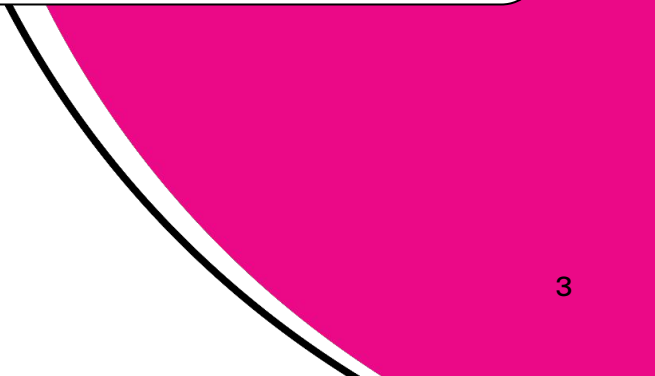


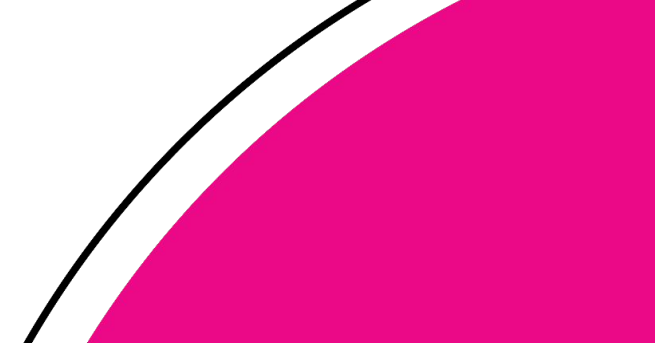
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### Addressing technical integration

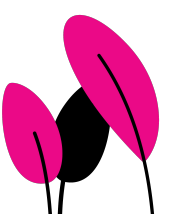


Which existing tools in your tech stack (CRM, CMS, analytics) need to integrate with impact.com?



What aspects of the platform's tracking capabilities align with your business's technical goals?



Are there compatibility concerns or areas requiring upfront investment? How will you address them?



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### Legal implications

What partner liabilities or data compliance needs should be reviewed with your legal team?

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Which internal or external resources can be used to meet data privacy requirements?

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### Positioning reduced account management

How does impact.com offer more autonomy and flexibility over your program?

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What processes can help internal teams feel supported if account management responsibilities shift?

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## Step 2: Plan your network exit

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### Optimizing timing

When should you notify your current provider? How does this timing affect your migration start date?

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Can you sign with impact.com and begin technical preparations before your notice period ends?

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### Maintaining relationships

How will you negotiate a positive exit with your current provider to preserve goodwill?

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What hybrid operational steps can reduce risk during transition (e.g. temporarily running programs on both platforms)?

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## Step 2: Plan your network exit

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### Managing risk

What contingency plans can keep your program running smoothly if the migration faces delays?



How will you maintain brand visibility and partner engagement during this phase?



## Step 3: Partner migration strategy

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### Prioritize high-value partners

Which partners generate the most revenue or align best with your long-term goals?

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How will you communicate impact.com's benefits early in the process to these partners?

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### Communicate platform benefits

What messaging emphasizes enhanced reporting, dynamic commissioning, and tracking capabilities?

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How can you tailor this messaging to partners based on their needs or challenges?

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## Step 3: Partner migration strategy

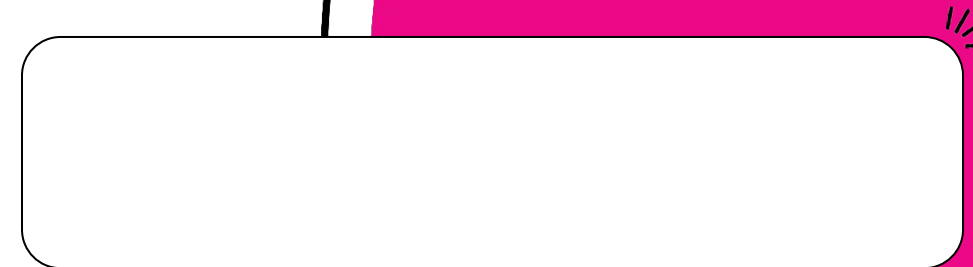
### Budget for reintegration costs

What are the potential costs (e.g., technical setup, training) involved in reintegrating partners, and how can these be minimized?



### Address resistance

Are there partners reluctant to move? What are their concerns, and how can you address them?



What alternative partner segments can you pursue to fill gaps left by non-migrating partners?



## Step 3: Partner migration strategy

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### Broaden your partner pool

How can impact.com's diverse partner marketplace help you recruit new affiliate partners?

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What resources will you dedicate to onboarding and nurturing these new partnerships?

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## Expected outcomes

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- ✓ More strategic partner relationships
- ✓ Enhanced performance tracking
- ✓ Greater program control and flexibility
- ✓ Expanded revenue opportunities
- ✓ Future-ready partnership infrastructure

**Ready to modernize your partnerships program?**

**Schedule a consultation with our migration specialists to:**

- Get a customized transition roadmap
- Calculate your potential ROI
- See a live platform demo

Get started with [impact.com](https://impact.com).  
[Request your demo](#) now.

