

# Partner Insights reports

Typical performance reporting is great but it doesn't tell the whole story. Perhaps revenue is up but you're not sure why. Or, if you could see who got last click, you'd accordingly reward your key influencers and not miss out on major growth potential. To efficiently and intelligently grow your partnerships program, it's crucial to understand how each partner engages with consumers, how partners interact along the path to purchase, and the true value you gain from each partnership. impact.com's Partner Insights reports show you just that — like a partnerships program x-ray machine that looks deep inside to expose each partner's authentic value.

## Look beyond performance reporting with Partner Insights reports



Get a **deeper view** into the value of each partnership



See a **wider perspective** on how your partners interact with each other—and with your other marketing channels

Together, these insights help you benchmark partners against other channels, identify true incrementality, and make smart decisions on how to optimize and grow your partnerships program.

### Last click is so last decade

If you can only see last click during a conversion path, you may undervalue partners that provided value earlier in the process. You can act on attribution insight from Partner Insight reports by, e.g., offering partners partial credit for conversions they touch but don't win.

### I want my LTV

Marketers want to generate conversions. But they want to attract customers who provide high lifetime value (LTV) even more. Customer behavior and customer value reporting from the Partner Insights reports allow you to see which partners bring in high-value consumers.

### Benchmarking and incrementality

Cross-channel insights let you benchmark your entire partnerships program against other channels. They even show how often a partner's attributed conversions are completely incremental, that is, untouched by other channels or partners.

# Dig deep into consumer behavior with Partner Insights reports

Partner Insights reports reveal how your partners interact with each other and with your other marketing channels to drive growth. Here are a few of impact.com's report types:

## Contribution

If you're only able to see who won last click, much of the picture is still missing. Move beyond last click to learn where each partner drives value: at the beginning, middle, or end of the path to purchase. This report also unveils how often a partner's contributions are truly incremental, and how frequently each partner gets credit for the conversions they help drive.

## Crediting concerns

How do you know whether one partner is taking credit that really belongs to another? This report looks at what usually happens when two partners appear in the same conversion path. It can help you answer the question, "Am I over- or under-compensating any of my partners?"

## Funnel

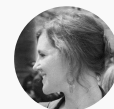
How often do users drop out of the funnel before they register? Of those that drop out, what percentage disappears without completing a purchase? This report delivers numbers for each stage of the funnel — and for each partner and all of your top paths. It also provides total conversions for specific paths, AOV, and more.

## Audience reports

The Behavior report helps you understand how each partner influences its users' average order value (AOV), time-to-purchase, and more. The Customer Value report helps you see which new customers each partner brought in, how many were one-time purchasing deal seekers, and how many became loyal, high-value customers. The Cross-Device report gives you a full breakdown by device, plus conversion rate and geographic data.

## Testimonial

*"The partner insights gained from impact.com... turned our decision making into actionable and measurable results for McAfee."*



**Veronika Starell**

Account Director, House of Kaizen