

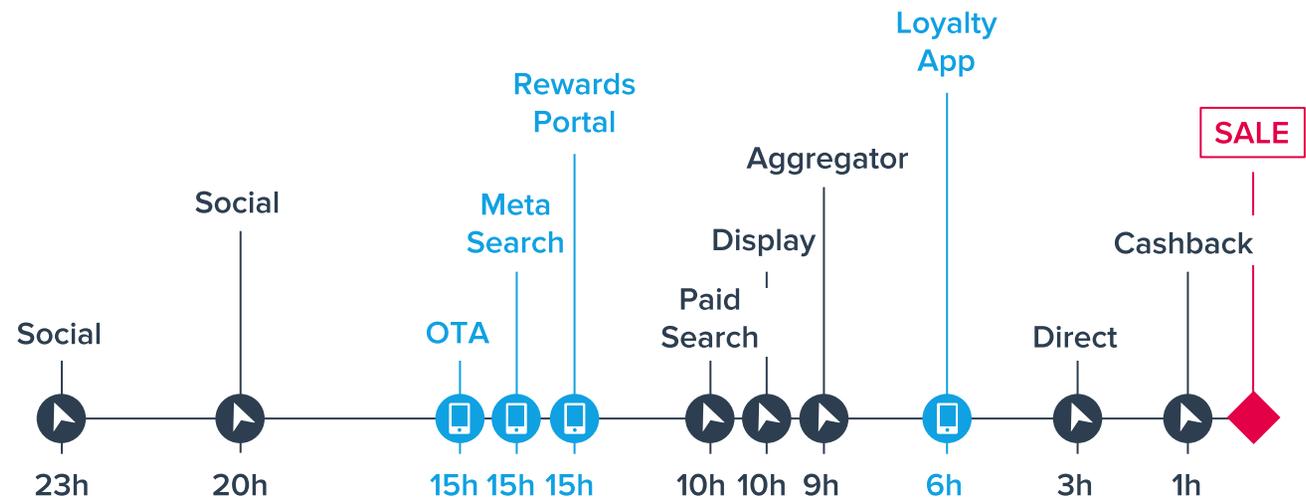


Your ROI is going places

The travel ecosystem is packed with a wider variety of partner types than perhaps any other industry. In addition to metasearch and aggregators, there's partnerships with different providers and rewards programs, not to mention all the traditional partners common to other industries. How do you measure the incremental value of each of those wildly different

partners and ensure you're paying them appropriately, even when they have vastly different business models and tracking needs? Radius was designed to power even the most unique partnerships, so you can see everything in one place and make confident decisions about how to manage the whole partner mix.

The most comprehensive platform for travel brands and agencies to intelligently grow and optimize their revenue partnerships



Conversion path reporting shows how partners and marketing channels interact to influence each sale.

Grow Your Program

Work directly with social influencers, strategic partners, and traditional affiliates alike. Our flexible tracking and reporting can power the most unique B2B partnerships, and our Marketplace lets you extend your reach through longtail recruitment.

Manage Partners Efficiently

The path to success differs for each of your partners. Pay each partner based on the specific value you want them to drive for your business, at any point in the conversion path. Reward early-funnel and late-funnel partners -- even for the same conversion -- without raising costs.

Optimize On the Fly

Make faster and more informed decisions in real time with immediate access to actionable insights and a customizable suite of performance reports. Deep flexibility lets you use those insights to optimize in tangible ways, boosting revenue and ROI.



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Contact sales@impact.com
to learn more about Radius

In an industry as dynamic as travel, you need a partnership platform that can keep up. Radius provides unrivaled flexibility in tracking, contracting, and optimizing performance partnerships across the globe.

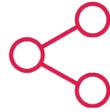


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Advanced Crediting

Pay for value, not just performance. Adjust payouts based on customer status or order details. Reward partners who drive value early in the funnel yet rarely win the last click.



Chained Actions

You decide at which point in the funnel an action deserves a payout. Pay the partner who drove a booking only if that booking is consumed.



Global Payment Processing

Choose from 78 local currencies across 240 countries for payments and reporting. You can pay in your preferred currency, while your partners receive payment in theirs.



Cross-Device Tracking

Travelers frequently research on one device and purchase on another. Our cross-device identity matching system ensures that you see the full path to conversion.

Radius provides the advanced tracking and crediting that travel brands need, across channels, across devices, and across the globe. But despite all that flexibility, it's still surprisingly simple to use, with the workflow tools and clean reporting that partnership managers need to take their channels to the next level -- and beyond.

Forensiq Fraud Protection

Automatically reject conversion payouts initiated by bots, automated by toolbars or hijacked through "cookie stuffing."

Unique Promo Codes

Track and manage high value partner campaigns by assigning a unique promo code to individuals or a specified group of partners.

Real-Time Reporting

Know exactly how you're performing with granular drill downs by customer status, geolocation, ad, partner, custom variables, and more. Set up custom alerts that trigger on any performance criteria you choose.

Partner Discovery Tool

Search beyond our marketplace to recruit from 800,000 potential partners. You can even find out which affiliates are working with the competition!

API / Open Platform

Push data to your DMP, update external platforms with ad or product configurations, and track calls and mobile platforms with 3rd-party integrations.

Training, Support, & Migration Assistance

Access world-class technical support. Our experts will help you quickly and seamlessly migrate from your existing network, and afterward we are always available to answer your questions and help to train your team on the platform, its features, and best practices.