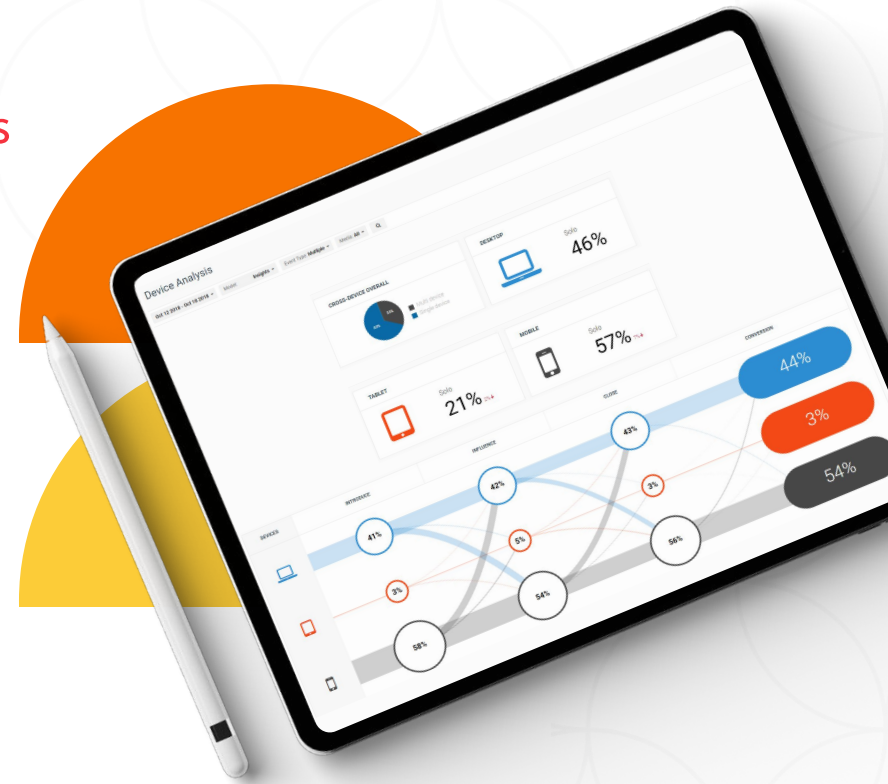




Prove the truly incremental value of partnerships with Optimize

In an increasingly competitive landscape, partnerships teams need to demonstrate their value. To do this, they need data that proves which partners provide incremental value and uncovers opportunities to optimize the channel overall.

The Optimize insights synthesize data from partner interactions, cross-channel tracking, and customer interactions to provide the insights you need to understand incrementality and improve your program. The insights help you see how the partnerships channel sits within the marketing mix and measure it against other channels objectively and fairly.



Focus your budget and energy using actionable data-driven insights

Prioritize your attention (and spend) by discovering the unique, incremental value of each of your partners, as well as the partnership channel as a whole. Cross channel analysis helps you visualize how different channels interact and how the affiliate channel compares to other channels. Dig deeper into consumer behavior to understand how partners engage with consumers, how they interact within the consumer journey, and what values their partnership drives.

Compensate partners correctly by determining incrementality

Realize a partner's value and optimize contracts and payouts to truly align with value.

Drive revenue by leveraging productive partnerships

Identify and secure high-performing relationships, or recruit and optimize partners with significant revenue potential

Improve efficiency by ensuring channel de-duplication

Automated deduping allows you to attribute one channel for a given conversion.

Optimize provides a deeper understanding of how all your partners and channels interact to drive conversions

Check out a sample of the insightful reports provided by Optimize:

Contribution: Discover how often a partner's contributions are truly incremental, and how frequently each partner gets credit for the conversions they help drive. Visualize each partner's contribution as an introducer, closer, or influencer at every point in the funnel.

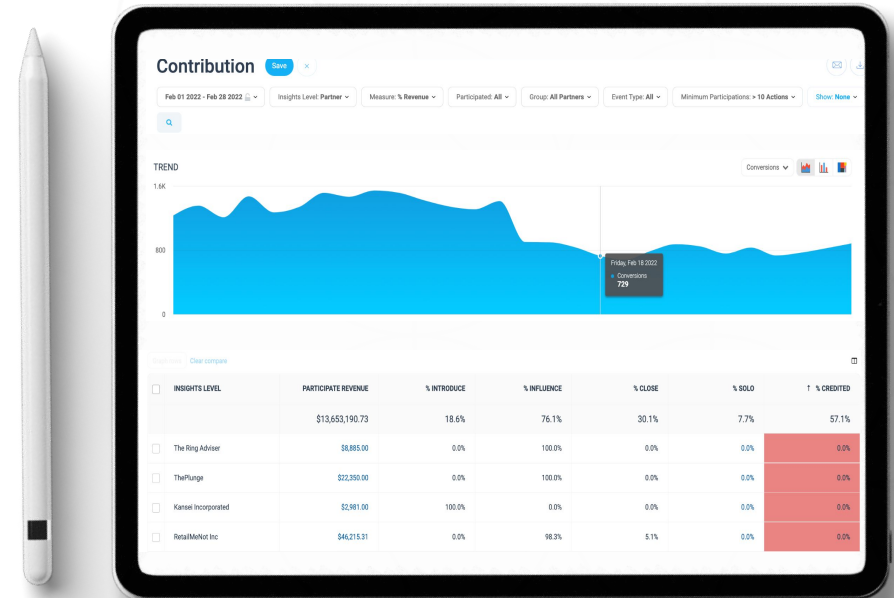
Crediting concerns: Credit partners proportionately for the value they drive. The report details what happens when two given partners appear in the same conversion path and whether one partner tends to receive credit more often than the other.

Audience: Optimize your spend by identifying partners driving the highest LTV customers. Uncover insights about how each partner influences customer behavior. See the breakdown of each stage in the conversion path by device and geographic location.

Funnel: Investigate specific trends by understanding your customer's path to purchase and the conversion rate at each step of the funnel for each partner.

Use Optimize insights to understand incrementality and improve your partnerships channel.

Reach out to grow@impact.com to learn more.



Forecast: Streamline and speed up your forecasting process and reduce the uncertainty of the future. Detect unanticipated performance spikes or dips in partners' performance or drill down into specific anomalies.

Benchmark: Drive revenue by recruiting and optimizing partners that represent significant revenue potential. Compare key metrics to the segment performance to identify gaps and potential opportunities.