



# Accelerate app revenue through the partnership channel

You've successfully launched your app, but are now struggling to navigate today's overcrowded app economy to acquire new users. You look to new channels, such as the partnership channel, to drive growth. However, deploying changes on your app can be a massive headache without the right tools in place. That's where impact.com and mParticle can help.



*mParticle seamlessly notifies impact.com of all major events across your web and mobile app properties in real-time, letting you take action on your customer data in key moments along the customer journey.*



# Accelerate your growth with the impact.com x mParticle integration

mParticle, the leading Customer Data Platform (CDP) for multi-channel consumer brands, makes it easy to integrate Impact's APIs into your digital properties, accelerating the time to launch of your partnership channel.



## Activate partner tracking instantly

Once the mParticle X impact.com integration is set up, mobile app marketers can configure via UI and activate partner tracking instantly, without relying on their mobile developer for extensive testing and coding work — saving you time and resources across the organization.



## Update your app in real-time for the best user experience

When you make changes to your app, users are forced to update to in order to see them, which could cause a poor user experience. mParticle X impact.com's server-to-server integration updates in real-time, allowing users to experience new functionality instantly.

Want to offer your customers the best user experience and expand your revenue?  
Contact [grow@impact.com](mailto:grow@impact.com) to learn more.

[www.impact.com](http://www.impact.com)

Request a demo