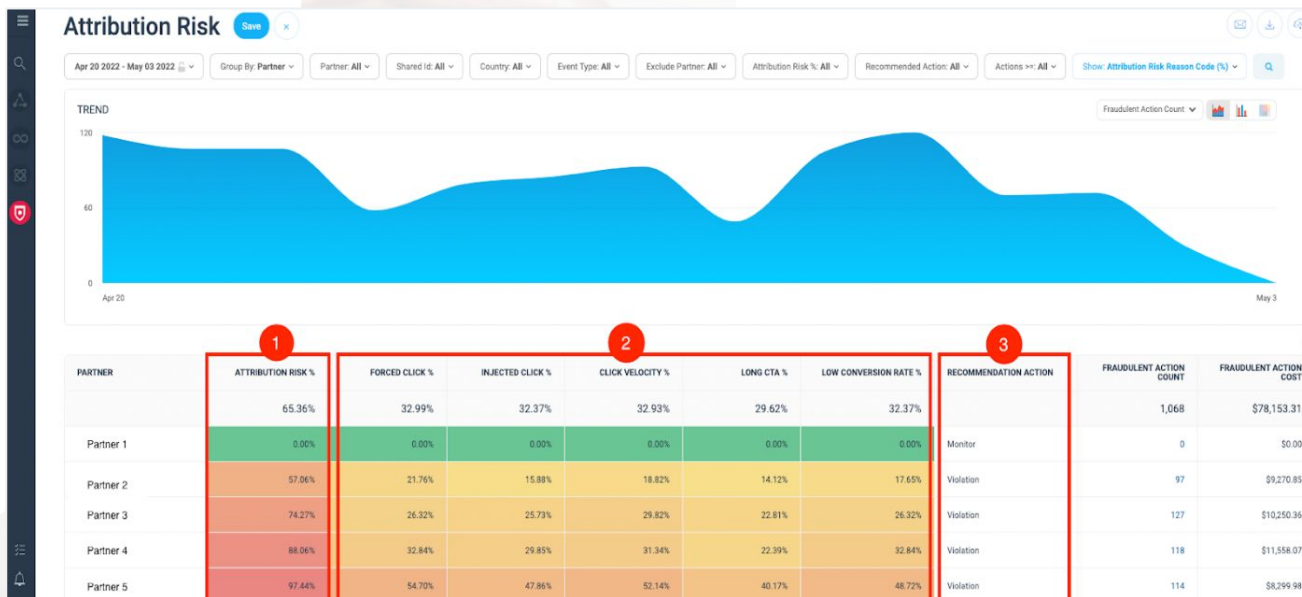


Safeguard your partnerships spend with Attribution Risk protection

It's an unfortunate reality: some publishers engage in malicious tactics in an attempt to steal credit from other partners or sources. Luckily, impact.com makes it easy to identify and clear out attempts at attribution fraud.

The Attribution Risk report gives you a transparent look into abnormal behavior from your partners, publishers, and networks — making it simple to spot attempts to steal credit for conversions such as sales, leads, or subscriptions. Cut out bad actors and reinvest your spend in high-quality partnerships.

Here's what impact.com's Attribution Risk report can do for you:



1. Quickly detect risk.

An overall risk score is a simple way to uncover suspicious partner activity.

2. Investigate partner behavior.

Individual reason codes give you a detailed look into abnormal behavior coming from specific partners.

3. Remedy issues identified.

Easily understand when to take action against partners with unacceptable risk levels.

Minimize risk to protect growth

Maintaining a thriving partnerships program requires rooting out malicious and suspicious activity. The Attribution Risk report helps you minimize risk so you can scale efficiently and grow.

Streamline your quality assurance process

Quickly identify risk with transparent reason codes. See aggregate views of conversion abnormalities with summary statistics. Detailed reason codes explain the nature of suspicious behaviors.

Grow your program with confidence

Whether you want to test new types of partners, expand into new global markets, or try out new payment models, attribution risk protection gives you the freedom to experiment with high-growth tactics — without taking on proportional risk.

Stop funding low-value traffic

Suppress and reverse payments for illegitimate install, lead, and conversion events. Monitor your partners with sophisticated click fraud techniques to cut out attribution risk and strengthen your relationships with quality partners.

Benefit from data science expertise

Rely on impact.com's global team of data scientists who train our sophisticated detection algorithms and maintain our fraud intelligence databases. With their expert knowledge, you'll always have up-to-date defense against ever-evolving fraud.

Let's protect your partnerships investments. Find out how impact.com can help verify your performance metrics and elevate your program's efficacy.



grow@impact.com

www.impact.com

[Request a demo](#)