

Partner with impact.com to become an agent of growth for your clients

The partnerships channel offers one of today's most exciting growth opportunities. But manually managing partnerships across a hodgepodge of siloed solutions can lead to fragmented data and inaccurate insights.

You don't have to settle for these archaic processes — your deep agency expertise combined with the power of an independent software as a service (SaaS) platform allows you to drive even more growth and unlock additional value across the partnership life cycle for your clients.



In a single platform, impact.com lets you create new revenue streams and efficiently scale every type of partnership:



Content



Charity



Mobile



Influencer



Affiliate



Sponsorships



Brand-to-brand



Ambassadors

Unlock new revenue streams and open new channels of growth for clients

Streamline portfolio management

Manage all of your portfolio relationships on one platform so you can cut out unnecessary administrative work. You'll also save time and resources.

Deliver additional insights

Gain full data transparency across your customer portfolios, programs, and campaigns so you can deliver measurable value and keep clients coming back.

Drive efficiency

Automate tedious manual work so you and your team can focus on doing what you do best — provide thoughtful expertise and grow customer portfolios.

"The impact.com platform has been instrumental in helping us find and source new types of partnerships — everything from influencers to content to more traditional partnerships — and then consistently communicate and understand how they are interacting with each other."



Kristina Nolan

VP of Affiliate Marketing, DMi Partners

500+

Active agency-managed programs

\$3.8b+

Agency-managed revenue

45%+

impact.com customers managed by certified agencies



Driving the partnership economy forward

Comprised of brands, publishers, and agencies, the partnership economy supports a multitude of players — each of which have a diverse set of needs. At impact.com, you'll find dedicated solutions that serve the unique needs of each stakeholder and power the partnership experience, from discovery through to optimization.

Solutions for agencies:



The partnership management platform by impact.com empowers agencies, brands, and publishers to manage and optimize all of partnerships through every stage of the life cycle from discovery and recruitment through optimization.



Activate is an end-to-end influencer campaign automation tool that provides an opt-in network of 175k+ influencers, workflows for content and branding campaigns, and in-depth campaign-based reporting for influencer marketers, agencies, talent managers, and creators.



Affluent is an analytics and automation platform designed to help agencies manage partnerships programs at scale, so they can oversee client portfolios across multiple networks and platforms, automate client reporting, and optimize program performance.



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