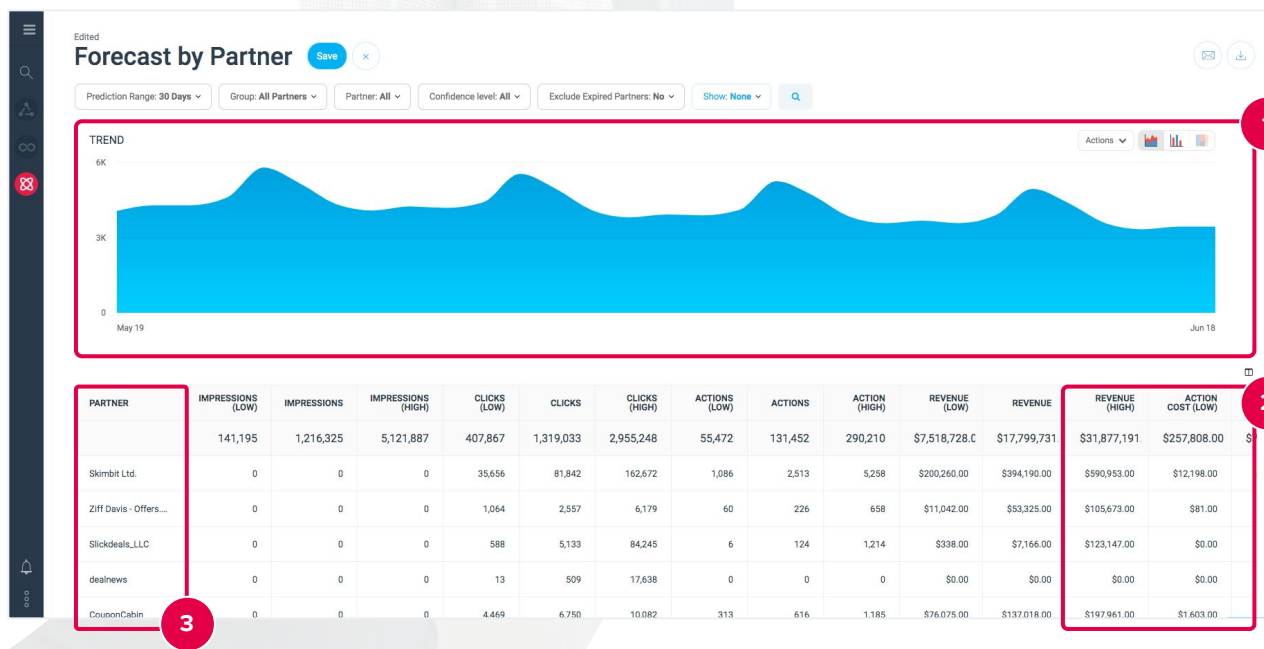


Predict the future with Forecasting, optimize with Anomaly Detection

Forecasting is a necessary part of all campaigns — it’s how you can track your progress toward goals and KPIs. However, forecasting often takes several hours when done manually. Plus, you likely only have time to forecast at the program level, not for each partner. Not anymore though. Impact’s Forecasting streamlines and speeds up your forecasting process so you can get as granular about the future as you want.

Here’s what Impact’s Forecasting looks like:



1. Establish an early warning system

Get an early idea if you’re going to miss your targets so you can adjust them on the fly.

2. Keep partners honest

Compare forecasts with partner’s forecasts to ensure payouts are in line and warranted.

3. Forecast at the partner level

Maintain viewability on monthly/quarterly goals and at the partner level.

Once you up-level your forecasting, you can discover hidden anomalies that can silently derail your program — find out more about Impact's Anomaly Detection next.

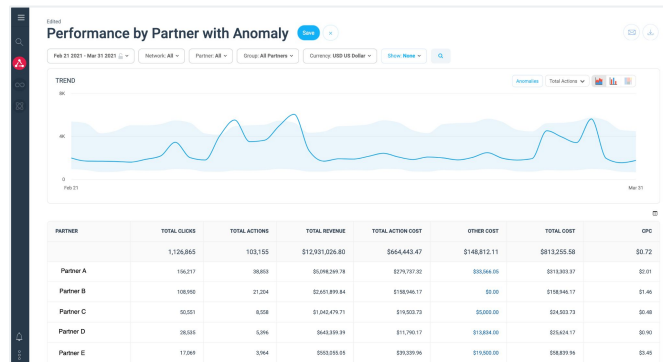


Identify and act on anomalies within your program

Unanticipated performance spikes or dips, good or bad, happen all the time. Oftentimes, you're unaware that these anomalies even exist unless you're sifting through your data to find them. Anomaly Detection by Impact takes the hard work out of uncovering anomalies so you can focus on how and why they occurred.

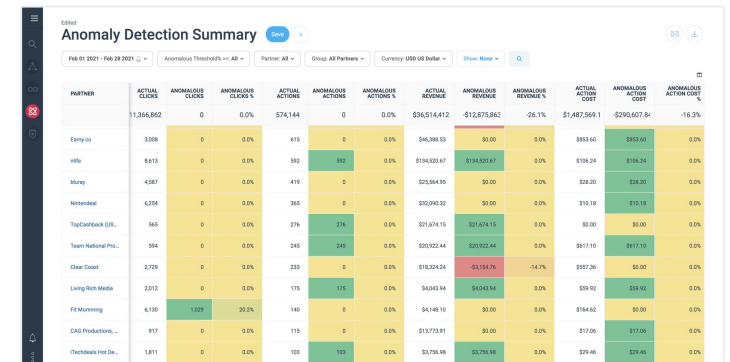
Visualize outliers

Drill down into specific anomalies to ascertain where a partner over or under performed and by how much.



Replicate success and limit failure

Spotting anomalies is as easy as identifying where the trend line goes above or below the forecasted range.



Forecasting and Anomaly Detection are essential tools for tracking goals and assessing discrepancies within partner performance. Use Forecasting and Anomaly Detection to strategize and optimize your partnership program today and in the future. To learn more, reach out to grow@impact.com.

