

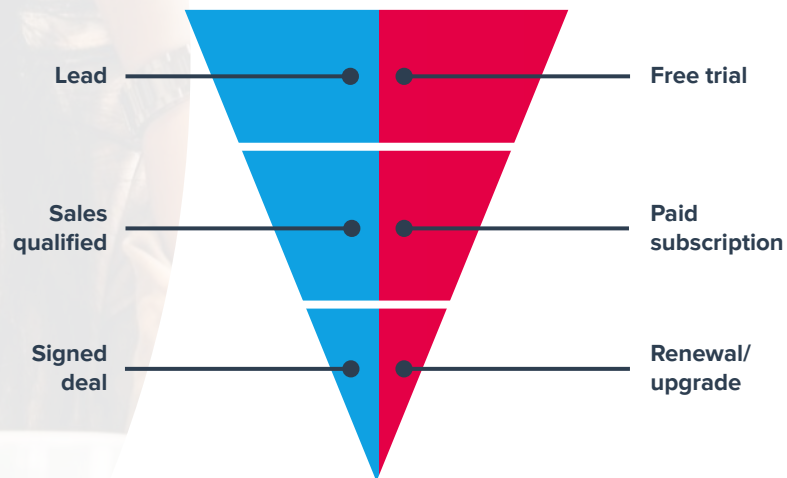
# impact.com + HubSpot: A customer-centered approach to driving SaaS growth

Hubspot's inbound marketing philosophy represents a more empathetic, human approach to business, one that encourages companies to align sales and marketing with their customers' preferred engagement model. Partnerships operate as a natural extension of this philosophy. Partners approach customers with engaging, educational content that consequently builds a relationship of trust.

Welcome to the impact.com + HubSpot integration — a seamless way to automate and manage partnerships and track and attribute partner value as leads advance through the sales funnel.

## Sales-led funnel

*The impact.com HubSpot CRM integration tracks your leads as they advance through the sales funnel. You'll then see that activity in your impact.com reporting and can pay the partner automatically when the lead reaches the desired stage in the funnel.*



## Product-led funnel

*Unique tracking links allow you to see which partners drove which new customers. Whenever those customers take a new action, like an upgrade or a renewal, it's automatically tied back to the referral partner.*

### Find and recruit new partners

Discover consultants, educators, specialist publishers, and more — and recruit them easily with automated tools.

### Pay only for value

Reduce operational overhead by automating payouts with smart, electronic contracts and only pay when a partner drives real results for your business.

### Track and attribute value

Go beyond standard reporting to identify which events partners are driving so you can measure ROI and prove the value of your partnership channel.

# Scale every type of partnership with impact.com's partnership management platform

Use the impact.com HubSpot integration to efficiently scale every type of partnership and expand your program.



Tech partners



Consultants and agencies



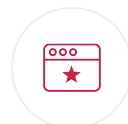
Channel referrals



Premium publishers



Educators



Review and comparison sites



Affiliates



Ambassadors and advocates

## Find out how impact.com and HubSpot can help you grow your business

Partnerships are a key lever of growth for SaaS businesses, and the right tech platform can make all the difference. Contact a growth technologist at [grow@impact.com](mailto:grow@impact.com) or schedule a demo today.



[grow@impact.com](mailto:grow@impact.com)

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

[Schedule a demo](#)