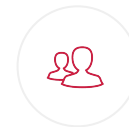


Partnerships drive SaaS growth

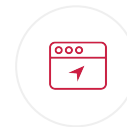
Partnerships have never been more critical for growth in SaaS. Since 57 percent of tech buyers have already made their decision before they ask for a demo or begin a free trial, it's essential to form relationships with referral partners who can put you in front of prospects while they're in research mode. The impact.com partnership management platform is the only end-to-end partnerships platform that lets you form, scale, and optimize those partnerships.



Tech partners



Consultants and agencies



Channel referrals



Premium publishers



Educators



Review and comparison



Affiliates



Ambassadors and advocates

The word "partner" can mean a lot of things in the SaaS world, so here's how we're using it. These are the major partner types that refer business to software companies on our platform today.

Scaling SaaS partnerships programs can be challenging because:

It's hard to find new partners

Scaling your program means adding new partners . . . but where do you find them and how do you recruit them?

Operational overhead saps time

Each time you add a new partner, that's another contract for legal to review and another payment to schedule every month. It all adds up fast as you grow.

Proving value is a constant battle

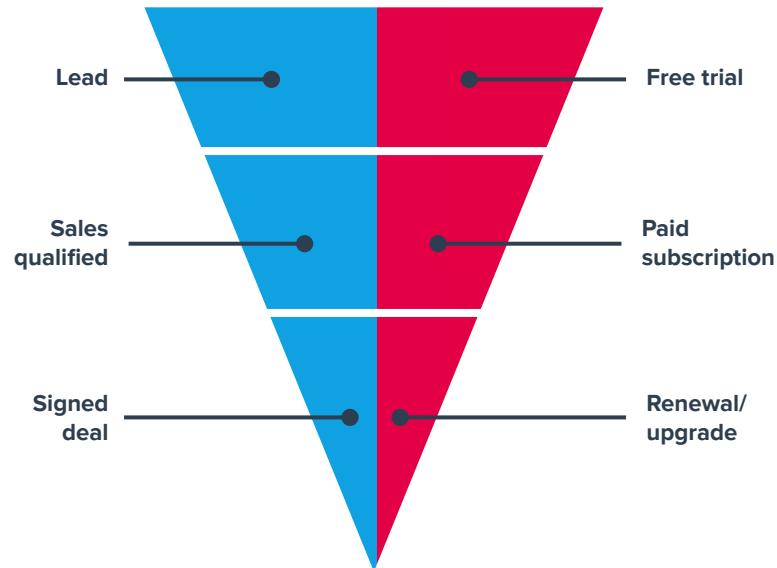
It can be frustrating to see your partners (and channel) drive valuable leads that end up being credited to sales or marketing.

Drive value, not just leads

If your funnel relies heavily on the sales team, you'll want to track your leads' status as they move through your CRM. If most of your conversion events are self-serve within your platform, you'll want to use tracking links to attribute each customer to the partner who referred them. No matter what your funnel looks like, you can use impact.com's partnership management platform to track your customer journeys, see exactly where each partner adds value, and pay based on that outcome.

Sales-led funnel

The impact.com Salesforce and HubSpot CRM integrations track 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 your desired stage.



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 out how partnerships can help you grow your business

Partnerships are key to growing your software business, and the right tech platform can make all the difference. [Schedule a demo](#) or contact grow@impact.com to learn more.