



It's a match made in mobile marketing heaven: industry-leading mobile measurement directly integrated with category-defining partnership automation lets you take your app to new heights—without even bugging your developer.



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Impact + Branch: Tap into the partnership channel for mobile growth

Your app is great, but it's hard to grab attention in a saturated mobile advertising market. So you need a new way to find high-value users. The partnership channel offers enormous, untapped potential for mobile growth marketers. The bad news is you probably don't have the dev bandwidth for another big integration. The good news is Branch already took care of that.

Seamlessly deploy changes to your app

Since Impact and Branch are pre-integrated, the heavy lifting has already been done. If you're already working with Branch, you can quickly activate partner tracking in just a few steps. And since you don't need to rely on a mobile developer for extensive testing and coding work, you'll save time and resources across the organization.

Power up your Branch links

With the Impact + Branch integration, you can use the same links you're already using across your other channels. The Impact platform will automatically add the necessary tracking parameters, so your customer (and partner) experience remains smooth—even in deferred deep linking scenarios.



Ads



Email



Web



Search



Social



Partnerships

- Influencers
- Affiliates
- Strategic B2B
- Charity/Social Responsibility
- Other apps
- Premium publishers
- Ambassadors
- Loyalty and more

Now you can add Partnerships to the long list of channels you measure in Branch. The Impact + Branch integration lets you quickly ramp up your partnership channel and measure the installs, in-app events, and user lifetime value (LTV) driven by each partner.