Impact + mParticle: Accelerate app revenue through the partnership channel
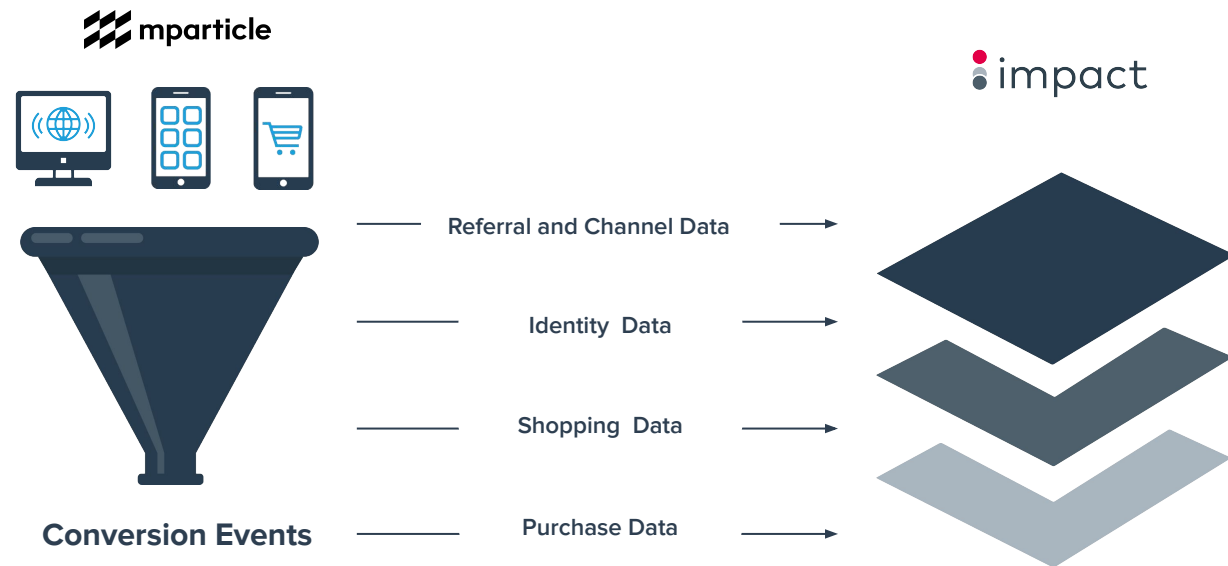
You've successfully launched your app, but are now struggling to navigate today's overcrowded app economy to acquire new users. You look to new channels, such as the partnership channel, to drive growth. However, deploying changes on your app can be a massive headache without the right tools in place. That's where Impact and mParticle can help.

Seamlessly deploy changes to your app

Once the mParticle + Impact integration is set up, mobile app marketers can configure via UI and activate partner tracking instantly, without relying on their mobile developer for extensive testing and coding work — saving you time and resources across the organization.

Speed up adoption rates

When you make changes to your app, users are forced to update to the latest version in order to see them, increasing the risk of dependencies that could result in a poor end-user experience. With mParticle + Impact's server-to-server integration, updates are sent in real-time allowing users to experience new functionality instantly.

mParticle seamlessly notifies Impact of all major events across your web and mobile app properties in real-time, letting you take action on your customer data in key moments along the customer journey.

partnership cloud

mparticle

mParticle, the leading Customer Data Platform (CDP) for multi-channel consumer brands, makes it easy to integrate Impact's APIs into your digital properties, accelerating the time to launch of your partnership channel.

Impact + mParticle: Accelerate your growth

impact

sales@impact.com
support@impact.com
www.impact.com