



Why settle for low conversion rates and the same old inadequate partners when you don't have to?



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# Generate quality leads with quality partnerships

All lead buyers want legitimate leads that eventually convert. Without tools to expose the lead quality on event and partner levels, partnerships can become susceptible to fraud and yield lower conversion rates.

## Challenges that hurt your lead gen program



Non-converting leads



Low-quality leads



Opaque traffic sources

## Bolster your lead generation efforts with an updated strategy:

- **Stop paying for non-converting leads.** Increase your campaign ROI by suppressing fake and recycled leads before they are bought, sold, or fulfilled.
- **Purge low-quality partners.** Engage in new lead gen partnerships confidently and securely, knowing that all of your potential partners have been vetted.
- **Refuse opaque traffic sources.** Demand transparency throughout the entire lead-buying process so you know how leads are generated and where they originate.



Audit your lead gen campaigns and ensure that your budget is spent on valid, safe, and high-value traffic.



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# Expand and strengthen your lead gen partnerships

The Impact Partnership Cloud™ is the only platform that handles the entire partner life cycle across the lead generation ecosystem.



- 1. Discover and Recruit.** Search for new partners by vertical and audience
- 2. Contract and Pay.** Automate and control pricing to thousands of partners
- 3. Track.** Track and attribute call events via our native tracking solution or call tracking API
- 4. Engage.** Incentivize top lead providers with promotional payouts during seasonal events
- 5. Protect and Monitor.** Filter fraud, monitor for compliance and suppress payouts to high-risk sources
- 6. Optimize.** Measure the incremental value of each partnership and audit for growth and efficiency

The Impact Partnership Cloud™ is your system of record for partnerships, providing lead gen companies with everything they need to fuel rapid growth of their partnership channel.

## Take control of your leads

Evaluate the quality of incoming leads at the event level and form direct partnerships to know exactly where your leads are coming from.

## Optimize CPL campaigns

Increase your return on ad spend by optimizing your CPL campaigns for valid traffic and high-value partners.

## Expand your lead sources

Use Impact's Enhanced Discovery and Marketplace to engage in new lead gen partnerships confidently and securely while simultaneously protecting against fraud.

To learn more about growing your lead gen program exponentially through partnerships, contact us at [grow@impact.com](mailto:grow@impact.com) to schedule a demo.