



Impact + AppsFlyer: 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 AppsFlyer already took care of that.

Seamlessly deploy changes to your app

Since Impact and AppsFlyer are pre-integrated, the heavy lifting has already been done. If you're already working with AppsFlyer, 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.

OneLink for all your partnerships

With the Impact + AppsFlyer integration, you can use the same deep linking technology 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.

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.



SMS/Push



Email



Web



Referral



Social



Partnerships

- Influencers
- Affiliates
- Strategic B2B
- Charity/social responsibility
- Other apps
- Premium publishers
- Ambassadors
- Loyalty and more



Request a demo

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