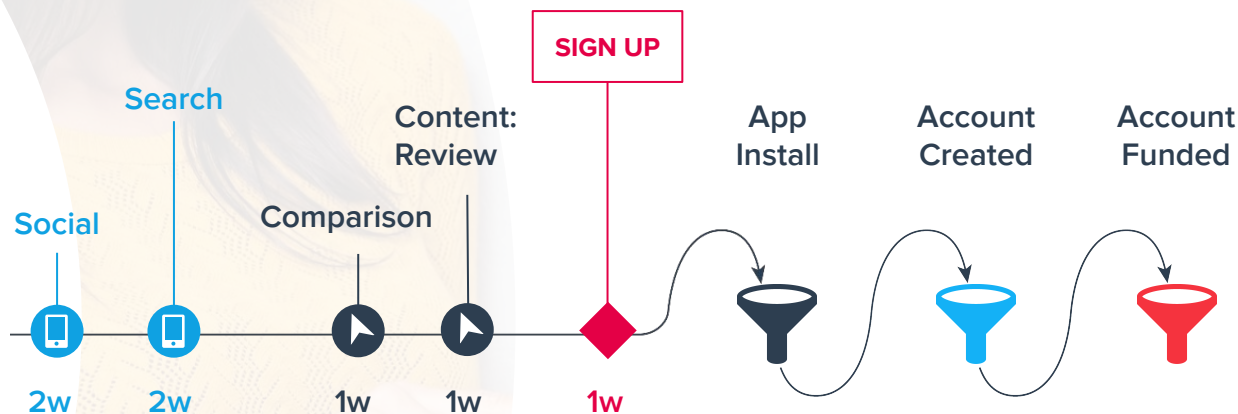


Grow finserv revenue, minimize risk

The financial services landscape is changing fast. Consumer behavior shifts minute by minute, new challengers enter the space every day, and even industry giants are evolving to remain relevant. The partnerships

channel has shown itself to be an efficient acquisition channel, but you need the right approach and the right technology if you want to harness it effectively.



There's often a long, winding road before a potential user becomes an active user. Partnerships can add value at every step of the way, no matter what your conversion funnel looks like.

Finserv firms often face these challenges:

It's hard to find high-value users

Fraudulent leads and poorly matched users wreak havoc on your customer lifetime value (CLV) and limit your growth potential.

Compliance is tough

Regulators aren't afraid to issue massive fines for compliance violations. Maintaining accurate content across scores of partner websites can be like herding cats.

Managing partnerships takes time

From finding partners to negotiating contracts, to reporting on performance, to paying partners out, managing relationships takes a lot of time and effort.

A mature partnerships program pays dividends

The Impact Partnership Cloud™ is the only platform that handles the entire partner life cycle and fully empowers finserv firms to drive growth through all types of partnerships.



- 1. Discover and Recruit.** Search for new partners, such as comparison sites and niche blogs.
- 2. Contract and Pay.** Control payout criteria and automatically pay partners for driving valuable results.
- 3. Track.** Track important events—like leads, approvals, account funding, or app installs—and attribute each one to the right partner.
- 4. Engage.** Maintain open communication with all your partners, without sacrificing attention to detail.
- 5. Protect and Monitor.** Filter out bad leads and monitor partners' content for regulatory compliance.
- 6. Optimize.** Measure the incremental value of each partnership and audit for growth and efficiency

Product Benefits

Full funnel support

Track the entire buyer's journey and pay partners only after prospects reach desired milestones.

Buy back your time

With all the contracting, attribution, and payment processing automated, you can focus on recruitment and optimization.

Keep regulators happy

Outdated and inaccurate content can cost you. A lot. Maintain content compliance with our proprietary technology.