Influencer FAQs

Before I join, can you give me the essentials on the impact.com?

- The impact.com platform powers 1,200+ brands' partner programs. Brands use impact.com to discover, onboard, track, engage, and pay partners like you.
- As an impact.com partner, you can select which brands you want to work with, join their partnership programs, communicate directly with them about payment and promotional terms, and start earning revenue. You can even track your performance with partner reports.
- All you have to do is sign up for the impact.com platform and join our Marketplace — once you're approved, you can begin applying to brands' partnership programs.
- When you and a brand find a mutual fit, they'll deliver everything you need to begin promoting.

How do I sign up for the platform?

You can sign up for the platform at app.impact.com, by filling out our partner submission form or by linking your Facebook, Twitter, Linkedin, or Google account.

Actually, I think I've already joined impact.com. But when I login, it looks like I can only partner with one specific advertiser. What do I have to do to partner with others?

In order to work with multiple advertisers, you have to join our Marketplace. To sign up for the Marketplace, all you have to do is click the triple dot icon in the bottom left corner of your UI. From there, you can apply to the Marketplace in two clicks. Wait for our team to review your application– you'll generally be accepted within 24 hours. Once you're in, you can apply to as many different advertisers' programs as you'd like!

After I join, is there anything I'm obligated to do?

There are no contractual obligations to your partnerships. You can stop promoting any brand, at any time you choose.

Are these just commission-based affiliate programs?

impact.com supports **all** payment models (per conversion, per click, per view, sponsorship/flat fee, gifting, tenancy, etc). And our most mature clients use impact.com to power many different kinds of partnerships– it's up to you and the brand to establish how you'll work together.

How do I hammer out partnership terms?

Once you sign up for the platform and join the Marketplace, you can apply to a program based on the default contract the advertiser has set. However, once they approve you, you can contact the advertiser directly within our platform to negotiate terms.

Where can I find my various contracts, to see what I have to do?

Navigate to "Brands," narrow the results to just "Joined" brands, and you'll find all your contracts listed by respective brand partner.

What's the typical process for getting started with a brand?

If the brand has a mature influencer partnership program, you'll likely receive a standard contract proposal to start. You can negotiate back and forth, sending emails through the impact.com platform, until you define mutually agreeable terms, including rates, payable events, and locking periods.

Are there tutorials for getting started?

Yup! Visit grow.impact.com and sign up as a partner. You'll have the choice of identifying as a direct or marketplace partner – choose the quickstart guide that best reflects your use case.

How do I submit my post for creative review?

Use the Content Review Tool to easily submit a post for creative review, all within impact.com. Under "Ads," select "Ad Request." When you then "Request New Ad," select "Social Media Post" from the dropdown menu. Populate the fields with your proposed content and hit submit– the brand will be notified as soon as you do!

How do I know how much money I've earned?

You can check your performance history and current account balance at any time. In the upper right corner of the impact.com UI, you'll find your current account balance. Click on it to see a drop down menu including "Earnings". Your earnings report will be updated monthly.

partnership cloud

Develop long-term, profitable partnerships that maximize the growth of your business
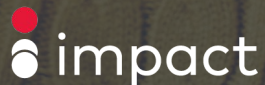
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How do I know how well I'm performing towards fulfilling my contract?

Your various contracts and performance reports are all consolidated to the impact.com partner UI. You can check in on performance towards program goals, cross-reference with historical performance reports, and gain further insights into how you're connecting with your audience in the Overview section of our platform.

How do I get paid?

As you satisfy the terms of your contract, advertisers will automatically credit your account accordingly. You set a payment threshold that works for you, deciding the minimum amount you'd like to see your account balance hit before you getting paid. Once your account balance reaches that number, you can:

1. Get paid by an automated clearing house. This sweeping payment system runs twice a month (on the 1st and the 15th) and makes a direct deposit to your bank account.
2. Get paid by Paypal. This option adds a 2% processing fee capped at $20.00.
3. Get paid by wire transfer. This option runs weekly and also hits your account directly.

How do I communicate directly with my advertiser partners?

You can connect with advertisers by messaging them directly from the impact.com platform. From their Joined Brand listing, select "Send Email" from their contact listing on the left hand side. If you'd rather handle the back-and-forth in your inbox, you can use the Global Search function to search "advertiser contact list," lift your desired brand's contact info, and reach out on your own.

Does the Impact platform support languages other than English?

The impact.com platform can support 40+ different languages, tailoring partner relationship management to your specific needs.