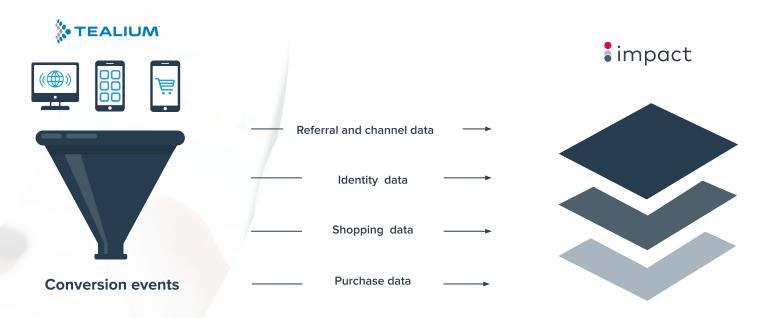# Impact + Tealium: Accelerate web and app revenue through the partnership channel

Partnerships have emerged as a key growth driver for modern enterprises. And like other channels, partnerships should be part of your holistic, customer-first strategy. But launching a new channel (or switching technology providers) takes dev resources and time — not to mention the work required to sync up partnership data with your other cross-channel tools. That's where Impact and Tealium can help. Since Impact is directly integrated with Tealium's tag manager and SDK, it's a snap to begin tracking your web and app events in Impact — and working with partners to make more of those events happen.

Referral and channel data

Identity data

Shopping data

Purchase data

Conversion events

Tealium 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.

Skip straight to the good part: growth

Get going in record time

If you're already working with Tealium, you just have to enable Impact. You can then configure your account within the Impact UI and activate partner tracking quickly. This means that you can start a new partnerships program (or migrate an existing one) quickly, without relying on your developers for testing and coding work — saving you time and resources across the organization.

Speed up adoption rates

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

▶ TEALIUM | Tealium, the leading customer data platform (CDP) for multichannel consumer brands, makes it easy to integrate Impact's APIs into your digital properties, accelerating the time to launch your partnership channel.

It's never been easier to tap into the partnership channel

Integrating new technology can be hard, but it doesn't have to be. To learn more about accessing the Partnership Cloud via Tealium, reach out to grow@impact.com.

impact

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