



The Big Payoff of the Partnership Cloud

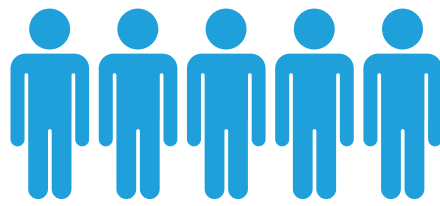
The business case by the numbers

Have you ever asked,
“What’s my financial return from the Partnership Cloud?”
We asked Forrester Consulting* to find out.

And it’s big.

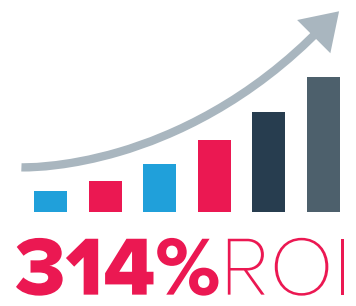
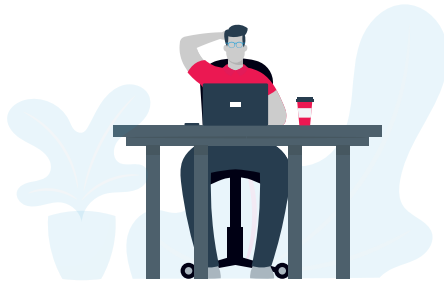
WHAT FORRESTER LOOKED AT

3 YEARS OF DATA ANALYZED



5 active customers surveyed

THE FINDINGS



For a partnership program that generates ~\$11M in annual revenue:

\$2.3M

total quantified benefits for a partnership program over 3 years

\$1.8M

3-year net present value (NPV) from the Partnership Cloud™



GREW NEW INCREMENTAL REVENUE BECAUSE OF PARTNERSHIP CLOUD



45%

EXPERIENCED **COST SAVINGS** FROM LABOR EFFICIENCIES (equivalent to 7 full-time employees)



One question: What are you waiting for?

Automate your partnerships now for proven returns and big business benefits



Get started now —
contact grow@impact.com

*Forrester Total Economic Impact™ Study, January 2020: The Total Economic Impact™ of Impact's Partnership Cloud