Mobile Partnerships Audit

partnership
cloud

Do you have the right tools to build thriving mobile partnerships?
Use this scorecard to find out if you have the essentials in place to grow
your business in the ever-expanding world of mobile partnerships.

Score the questions below:	Not Really	It Depends	Most Definitely
Do you use a solution that leverages an API-based integration rather than SDK-based?	1	3	5
Are you equipped to support app-to-app, web-to-app, and web-to-web scenarios with a single link?	1	3	5
Can your current platform handle linking a user to the right place seamlessly, regardless of whether the app is installed?	1	3	5
Does your platform allow you to pay partners for post-install events instead of only installs?	1	3	5
Do you have an intelligent, automated way of flagging sources of fake installs?	1	3	5
Does your current solution have built-in capabilities to detect and flag suspicious partners committing install attribution fraud?	1	3	5
Does your solution integrate with an MMP for your partnership channel? Or, if you don't use an MMP, can your solution handle the deep linking and tracking needs of the partnership channel on its own?	1	3	5
Does your platform allow you to create contracts and pay your mobile partners directly?	1	3	5
Do you have a solution that can dependably recognize users across all their devices and provide trustworthy cross-device pathing?	1	3	5
Total			

Score 9–17:

Looks like you have some low-hanging fruit. Re-evaluate current tools you're using and consider new partnership platforms and technologies that might help you better reach your mobile partnership goals.

Score 18–27:

You're moving in the right direction. Your current tools are keeping you steady on the path to success, but there are some missing elements that may be holding your program back from reaching its full potential.

Score 28–45:

You're doing great, but there's always room for improvement. You clearly have your mobile partnership program well in hand, but what's stopping you from going the extra mile and fully exploring every question on the list?

Impact's Partnership Cloud™ provides an integrated, end-to-end solution for managing all of an enterprise's partnerships throughout the world. Across the entire partner life cycle — from Discover & Recruit, Contract & Pay, Track, and Engage to Protect & Monitor and Optimize — the Partnership Cloud answers enterprises' need to drive revenue growth.

impact

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