impact.com × /LiveRamp

impact.com x LiveRamp: Accelerate revenue growth with partnerships

Your DMP, CRM, and POS systems hold priceless information that isn't utilized by other important marketing analytics tools. This results in less effective efforts in attribution, targeting, forecasting, and modelling. With the impact.com x LiveRamp integration, LiveRamp can push data to impact.com allowing you to hone in on the audiences you want to target and determine the incremental value of the partnerships channel.
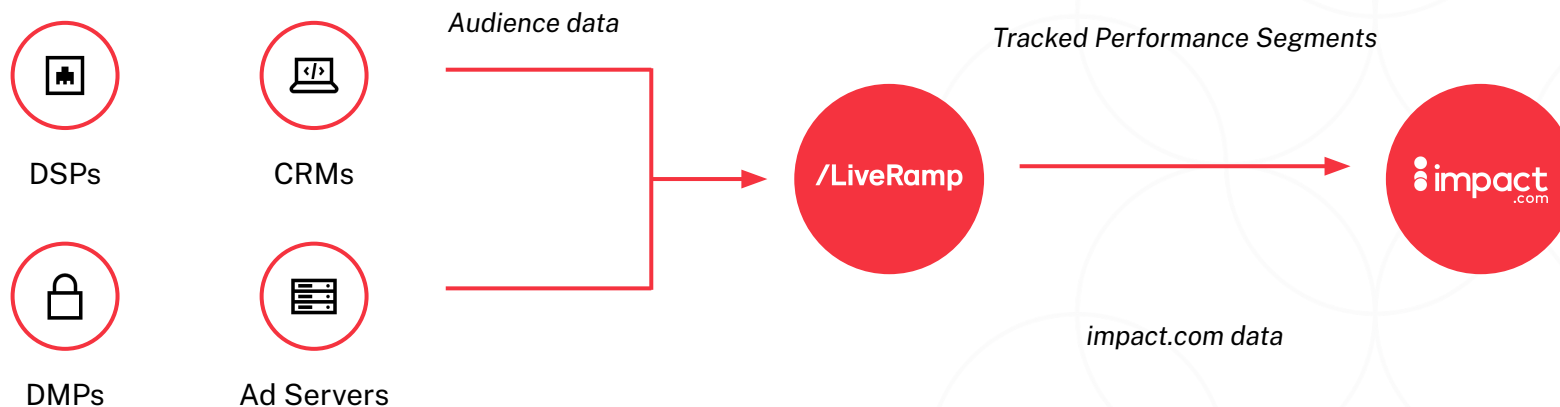
Dismantle audience data silos

Your affiliate data doesn't have to live on an island. This integration can help you further attribute events and power any targeting, forecasting, or modeling initiatives running on other platforms.

Knock down the online-offline barrier

This data flow helps lay the foundation for identifying conversion paths that include both the customer's digital touchpoints and their subsequent offline purchases.

Non-retail clients also benefit from the impact.com integration with LiveRamp
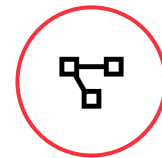
Get your data to LiveRamp and then beyond to DMPs and other marketing platforms for better customer targeting and more comprehensive insights.

Enhance decision-making with performance benchmarking

Compare the performance of your partnerships in impact.com against other marketing channels to uncover insights, allocate resources more effectively, and prioritize marketing initiatives.

Optimize customer journeys

Identity-resolved data can help non-retail customers to gain a more comprehensive view of their users' customer journey, allowing them to identify potential areas for improvement and optimize their marketing efforts.

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

www.impact.com

Request a demo