

# Scientific breakthrough!



## How Impact's Partnership Cloud resulted in 314% ROI

Forrester Consulting Total Economic Impact [™] Study — real data from real customers



Forrester studied the results of five Impact customers, then aggregated and averaged the results into one composite "organization"

They found:

# 314% ROI

over 3 years and a payback period of less than 6 months.



## How Forrester Consulting calculates ROI

**Partnership Success Formula**



Higher revenue  
+ Labor efficiencies  
+ Savings from discovering & recruiting partners



## 4 BIG BENEFITS from Impact's Partnership Cloud



Automate contracting, tracking, crediting, commissioning, payment processing, and reporting



Turn manual processes into efficient, repeatable workflows



Save time and refocus on more valuable and strategic activities



Free resources for strategic and revenue-driving activities, like forging valuable new partnerships and deepening existing ones



## 10 WAYS Impact's Partnership Cloud empowers your partnerships

**You can:**

1

Identify relevant partners by content via search rankings

2

Segment partners based on size, quality, geography, and social audience

4

Gain visibility into which partners are driving traffic for competitors

3

Personalize emails to potential partners at scale

5

Credit, pay, and optimize relationships with top-of-funnel content partners

6

Adjust payouts at the SKU level

8

Compensate partners who are driving retention and LTV

7

Improve promotional and partner engagement via email automation

9

Measure the value of influencer spend

10

Uncover consumer insights and vocal brand advocates by tracking and analyzing online conversions



## Want to find out your partnership program's ROI?

Visit <https://www.calculator.net/roi-calculator.html>.

The Total Economic Impact™ of Impact's Partnership Cloud, a commissioned study conducted by Forrester Consulting, January 2020