

Impact Announces Discovery for Finding, Identifying, and Authenticating Influencers and Other Partners

Enhanced Discovery transforms process for identifying and recruiting new partners, providing verified metrics on their influence and engagement

Sydney, Australia – October 23, 2019 – Impact, the global leader in Partnership Automation, today announced the Partnership Cloud's new Enhanced Discovery capability, enabling organisations to search a wide net of influencers (spanning different social networks), mobile app partners, content creators, premium publishers, and more. The solution allows users to browse and query by key characteristics like channel, geography, and audience demographics to ultimately choose best-fit partners that align with business and campaign goals. There are more than 500,000 influencers on Instagram alone, and the wide partner universe encompasses millions more. Pinpointing which of those varied partners are best suited for an organisation's campaign takes broad access, acute search functionalities, and close vetting. Impact's new solution integrates key influencer capabilities from Mediarama into Impact's Partnership Cloud™ platform, expanding the variety and quantity of partners that can be found and recruited with no added effort. Using web crawlers and integrations with social platforms, Partnership Cloud's Enhanced Discovery opens users up to nearly endless partner possibilities. The Enhanced Discovery experience is positioned to drastically advance the way mature partnership program managers find influencer and mobile app partners. But the tool is by no means limited to these partner types – the real utility of the Partnership Cloud's Discovery is that it's a single resource for finding all partners, including B2B, card-linked offers, cashback, reviews, search, social good, student, sub-affiliate networks and more. "As the partnership ecosystem continues to grow, it has never been more important to have a sophisticated discovery tool," said Mike Head, GM of Impact's Partnership Cloud. "Audience and engagement fraud pose real threats to the space. Our goal is to provide 360 degree insights into a partner's engagement quality, reach, and content at the point of discovery – so each of your partnerships begins with transparent alignment." "The new Discover tools from Impact make it easy to find and recruit surgically targeted influencers and content publishers in a matter of seconds," said Wade Tonkin, Senior Affiliate Manager at Fanatics. "With curated groups and powerful, easy to use filters, you can find the partners you're looking for both inside and outside the Impact Marketplace in seconds." Users can browse curated lists of suggested partners like "Our Favorite Halloween Influencers" or search by enhanced data points like Engagement Rate and whether or not a partner is Instagram Verified. Partner profiles expand to show enhanced partner data, sample posts from each of their media properties, and extensive Audience Stats reports for Instagram influencers. Program managers can finally achieve qualitative and aesthetic partner assessments at a glance. This Enhanced Discovery experience is included in all editions of the Partnership Cloud. To learn more about Impact, the Partnership Cloud and influencer management, visit impact.com. About Impact Impact is the global leader in Partnership Automation and catalyst for the new Partnership Economy. Impact accelerates enterprise growth by scaling discovery, recruitment, onboarding, engagement and optimisation of all types of partnerships. Impact's Partnership Cloud™ manages over \$50B in e-commerce sales and \$2B in partnership payments, providing automation for the full partnership lifecycle, confident decision making and optimisation through measurement and attribution, and protection from fraud. Impact drives revenue growth for global enterprises such as Bass Pro Shops, Fanatics, Getty Images, Lenovo, Levi's, TechStyle and Ticketmaster. Founded in Santa Barbara, CA in 2008, Impact has grown to over 500 employees and twelve offices worldwide. To learn more visit www.impact.com. Media Contact Sue Ralston Einsteinz Communications T: (02) 8905 0995 E: sue@einsteinz.com.au

Contacts

Karen Terranova
+61 2 8905 0995
[mailto: admin@einsteinz.com.au](mailto:admin@einsteinz.com.au)
Sue Ralston
0466 964 786
[mailto: sue@einsteinz.com.au](mailto:sue@einsteinz.com.au)