

Impact Closes Fiscal Year Q1 2020 with Strong Pipeline of New Clients and Partner Integrations as the Partnership Economy Gains Momentum

Partnership Automation leader continues to create revenue growth opportunities through partnerships, while improving SaaS offerings

Sydney, AUSTRALIA - June 1, 2020--Impact, the global leader in Partnership Automation™, today announced the addition of just over 115 new customer wins in Q1 of 2020, rounding out its total client roster to more than 1,100 worldwide. New additions extend across Impact's global reach in the U.S., APAC and EMEA regions, and include clients from a variety of sectors – from retail to finance, consumer technology, DTC services and more. According to a January 2020 commissioned study by Forrester Consulting, companies using Impact's award-winning Partnership Cloud™ averaged a 314 percent three-year ROI and a six month investment payback. 55 percent of the gains were driven by incremental partnership revenue, with the remaining quantified benefits coming from performance improvement and efficiencies across partner; discovery and recruitment, contracting and payment, engagement, performance tracking, monitoring and protection, and optimisation. These findings validate the growth companies are achieving through partnerships with, for instance: affiliates, ambassadors, charities, nonprofits and sponsorships, mobile apps, premium publishers, social influencers and strategic business development partnerships; with advanced partnership programs averaging more than 28 percent of total company revenue. In March, Impact also announced the appointment of Michael Head to a newly formed role, Chief Partnerships Officer, as well as the appointment of Rob Perdue, former COO & board member of The Trade Desk, to Impact's board of directors. Michael's role will focus on activating and growing client referral partnerships, as well as company channel partnerships. This move is a reflection of the company's continued focus to leverage partnerships as a major growth engine for all businesses. This also includes Impact's commitment to technology channel partnerships, ensuring that integrations help to further advance client capabilities on the Impact platform. A few of Impact's recently added clients, client partners and technology integration partners include: Technology Integration Partners AppsFlyer Branch mParticle Client & Client Partner Wins North America Allume Amuse AOR US & AOR CA Atom Finance Bing Rebates FOCL Fundera Helzberg Diamonds Hypeach Kat's Naturals Knack Bags Magoosh Mobile Gaming Corp MotoRefi New York Post Procana Revzilla Rael Rastaclat Routine Vitamins Udacity Verizon Media EMEA Alamy Lettuce Grow OnPay Starling Bank Wagmo APAC Westpac Baymate China GearBest "Following the addition of more than 490 new client wins in 2019, this is a strong start to 2020, especially as companies re-evaluate what channels are best serving their needs in this current climate to reach their target market in the most cost-effective and authentic way," said David A. Yovanno, Impact CEO. "Impact's recent growth underscores the value in partnerships and what companies can attain in not only building trust with people through partners, but to also realise how partnerships help their bottom line. We have reached a point where every business today must establish a mature partnership strategy in order to achieve and maintain competitive revenue acquisition." "Our decision to join Impact has been the best move for our affiliate program as it has enabled Alamy to target a global market and has improved the way we engage and retain customers, while exceeding our revenue goals," said Katie Hayes, Digital Marketing & Brand Manager at Alamy. "As Impact continues to provide new offerings – especially with its new technology partnerships and integrations – we're excited to diversify and grow our affiliate program and deliver the most rewarding experience for our customers online." To learn more about Impact and the Partnership Cloud, 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 providing automation for the discovery, recruitment, onboarding, engagement and optimisation of all types of partnerships; including: influencers, business-to-business, traditional media houses, mobile apps, traditional affiliates, ambassadors, social causes and more. 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 Backcountry, 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 1,100 clients worldwide. To learn more visit www.impact.com. Media Contact Sue Ralston Einsteinz Communications Ph: + 61 02 8905 0995 sue@einsteinz.com.au

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