

Impact Joins Shopify Plus as Certified App Partner for Influencer and Affiliate Marketing

Shopify Plus merchants can now launch and automate influencer and affiliate programs through the Impact Partnership Cloud

Sydney, AUSTRALIA: March 12, 2021 — Impact, the global leader in partnership automation, today announced it has been selected by Shopify Plus to be a Certified App Partner for influencer and affiliate marketing. With Impact's Partnership Cloud, an integrated end-to-end solution for managing partnerships across the entire partner life cycle to activate rapid growth, Shopify Plus merchants can easily and quickly launch and automate affiliate and influencer programs without developer involvement. A recent Forrester study found that businesses with mature partnership programs (e.g. affiliates, influencers, content publishers, service providers, B2B partners, etc.) grow faster than competitors. With the affiliate marketing industry worth \$12 billion and influencer marketing expected to be worth \$15 billion by 2022, partnerships have become a critical tool for ecommerce companies to connect with new customers and drive sales. And with upcoming changes to individualised ad targeting along with growing dislike of display advertising, partnerships have become a more efficient, high-performing alternative for marketers scrambling to find new customer acquisition channels. "Traditional advertising has become less effective as consumer trust has waned, which is why partnerships, relationships built on trust, are considerably more effective," said Michael Head, Chief Partnerships Officer at Impact. "It's estimated that a staggering 75% of the world's commerce is now driven through partnerships, according to the World Trade Organisation. We're happy to join the Shopify Plus Certified App program to offer Impact's best-in-class technology to merchants and help drive meaningful growth." Shopify and Shopify Plus merchants can now take advantage of Impact's Partnership Cloud through Shopify's App Store. With Impact's industry-leading influencer and affiliate program technology, merchants can discover and recruit new partners, develop contracts, settle payments in more than 70 currencies, track partners to attribute performance across devices, measure performance and communicate the latest brand messaging and updates to partners. Merchants also have access to fraud protection and to optimise partnerships to maximise efficiency and growth, all within their Shopify marketplace. "The Shopify Plus Certified App program is designed to meet the advanced requirements of the world's fastest growing brands," said Loren Padelford, GM Revenue at Shopify. "We're happy to welcome Impact to the program, bringing their insight and experience in affiliate and influencer marketing to the Plus merchant community." "Affiliate and influencer marketing have been instrumental in growing our brand and engaging new customers," said Ryan Duranso, co-founder of Ivory Ella, LLC. "We have worked with Impact for years to build partnerships that reach new audiences, to share our mission. Shopify has powered much of our success and we are excited to see this partnership between the two businesses come to fruition." To get started with Impact's Partnership Cloud on Shopify, visit <https://apps.shopify.com/impact-1>. # # # About Impact Impact is the global leader in Partnership Automation and catalyst for the new Partnership Economy. Impact accelerates enterprise growth by automating the full partnership life cycle, including discovery, recruitment, contracting, engagement, fraud protection, optimisation, and payment processing for enterprise partnerships. Impact's Partnership Cloud™ manages more than \$50B in e-commerce sales and processes over \$2B per year in payments to partners. Impact drives revenue growth for global enterprise brands 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 more than 500 employees worldwide. To learn more visit www.impact.com. Contact Sue Ralston Einsteinz Communications Ph: +61 02 8905 0995 sue@einsteinz.com.au

Contacts

Karen Terranova

mailto: admin@einsteinz.com.au

Sue Ralston

0466 964 786

mailto: sue@einsteinz.com.au