

Impact's Fiscal Year Q2 2020: New Client Wins, a New Office in Berlin, and C-Suite Appointment

Partnership Automation leader closes Q2 with momentum across the business

Sydney, Australia - September 3, 2020 — Impact, the global leader in partnership automation, recently wrapped the company's 2nd quarter of fiscal year 2020. This quarter brought a number of successes for the company, including the addition of 196 new customers globally, a new office in Berlin, the release of a tactical guide to improve the partnership journey, the launch of their annual Impact Growth event turned virtual and most recently, the hiring of Anthony J. Cali as Chief Financial Officer. The quarter opened with the announcement of the company's first office in Germany, followed by the August release of released a commissioned study conducted by Forrester Consulting. Smooth the Partnership Journey by Learning from High-Maturity Companies is designed to provide a set of actionable next steps for optimising partnership programs, equipping practitioners with tangible next steps based on how mature their program is. Also in August, the company hired Anthony J. Cali as CFO. Based in the New York office as a member of the executive team, Anthony now oversees every aspect of the company's global finance operations. Prior to joining Impact, Anthony spent over 15 years at Booking Holdings as SVP, Finance and Global Controller, where he took on a variety of roles and responsibilities including finance transformation and optimisation, M&A integration, SEC reporting, global tax and gained extensive experience with global payments processing within their marketplace business. Prior to 2020, Impact Growth, Impact's annual one-day live event, was hosted in New York City and welcomed over 300 enterprise brands, agencies, partners, analysts and investors for research, case study and thought leadership sessions, as well as professional networking. This year, Impact transformed the event to a 7-week partnership strategy series that delivered content in both a live and on-demand format for a worldwide audience of over 3,000 registrants. This series included five webcasts and interviews with partnership experts from Canva, eBay, Forrester Consulting, HelloFresh, Rastelli's, Razer, Savage X Fenty, Uber, Walmart and others. The on-demand content remains available on their website. "Impact's momentum in the first half of the year validates what we already know to be true: businesses are re-evaluating their marketing spend and shifting budget towards strategies that are both more efficient and can still move the needle for revenue acquisition," said David A. Yovanno, CEO, Impact. "Partnerships are now the most cost-effective and authentic way to reach an audience and acquire revenue at scale, especially when marketing and business development teams may need to prove incremental value more than ever before. Partnerships are providing over 28 percent of total company revenue, and growing more than 50 percent as a major revenue acquisition channel for our most mature clients who are effectively leading with the right people, process and technology." Despite the economic climate, Impact has maintained a steady drumbeat of new client wins in EMEA, APAC and the US. Impact's Q2 addition of 196 new customers, represents a 70% increase as compared to the prior quarter. A few of Impact's recently added customers include: APAC Best&Less Candlefox Coda Payments Decathlon Singapore DHgate Dollar Shave Club KKDay Love, Bonito StoreBest Yay Images WeSailpro EMEA Appjobs Barner Emma Hollister iDeal of Sweden Kathryn Tilly Taxfix The specialist works Unbiased Videvo Zyro North America Spier & Mackay The Little Market The Parking Spot Thrasio/Zabba Reserve Tech Youth To The People "Impact's Partnership Cloud will enable Best & Less to further grow and diversify our partnership program in Australia," said Domenic Favoloro, Digital Performance Manager at Best & Less. "We're looking forward to gaining better insights into our partner's performance so we can better optimise our program as well as discover and recruit new partners to boost revenue from this channel." Q3 has already been off to a news-worthy start, with Impact's announcement of their acquisition of ACTIVATE, a leading influencer marketing platform. Together, they have become the #1 global influencer marketplace with over 300K opt-in qualified and vetted influencers. To learn more about Impact and the Partnership Cloud, visit impact.com. Adam Furness, Managing Director, APAC 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 optimization 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 optimization 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 1,200 customers worldwide. To learn more, visit www.impact.com. Contact Sue Ralston Einsteinz Communications Ph: +02 8905 0995 sue@einsteinz.com.au

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