

Research Finds Companies Using Impact's Partnership Cloud See Three Year ROI Of 314%

A study conducted by an independent research firm confirms that Impact's Partnership Automation software brings growth, efficiency, cost-savings and an increased ROI

Sydney, AUSTRALIA, February 13, 2020: Impact, the global leader in Partnership Automation, today released a commissioned global study conducted by Forrester Consulting that discovered organisations that deploy Impact's Partnership Cloud™ experience a PV-adjusted gain in benefits over three years, equating to an ROI of 314 percent with payback in under six months. Furthermore, the study, titled "The Total Economic Impact™ of Impact's Partnership Cloud," found that 55 percent of the quantified benefits from using the Partnership Cloud were tied to incremental partnership revenue, with the remaining 45 percent of quantified benefits tied to creating efficiency, time-savings and streamlined partner discovery and recruitment processes via its automation capabilities. The study interviewed five customers from around the globe currently using Impact's Partnership Cloud to manage a range of different types of partnership programs, including: affiliates, social influencers, premier publishers, sponsorships and B2B partnerships. The study analysed the benefits, cost, flexibility as well as risk factors that could affect a company's investment decision in the platform. In terms of benefits, respondents identified the following top three: Growth in revenue by providing improved tracking and reporting methods, ability to credit, pay and optimise relationships with top funnel content partners and identify value of influencer spend; Labor efficiencies, allowing the organisation to replace manual processes with more efficient, repeatable and productive automated workflows; and Time savings associated with discovering and recruiting new partners, resulting in an increase of 30 to 40 placements a month, and a 10 percent lift in conversion rates. The study found that the payout achieved from these benefits outweighed the risk in investing, concluding that the estimated payback period to be less than six months during a three year investment. "Since the inception of our partnerships strategy and launch of the Partnership Cloud, our goal has been to help brands understand and reap the benefits of partnerships as a revenue driver," said Scott Brazina, CMO, Impact. "The TEI study by Forrester Consulting is another proof point that the Partnership Economy is running on all cylinders, and it's a no brainer for companies looking to increase conversion rates and profits through authentic and engaging interactions with consumers." "The best part of Impact's Partnership Cloud is it's simple UI that allows multiple team members to log on and easily pull concise data and reporting in real-time," said Priest Willis, Senior Manager of Global Partnerships Marketing, Lenovo. "This has allowed us to not only get a clear view into which partnerships are driving the highest conversion rates, but has helped us streamline the numerous relationships we manage on a daily basis." To learn more about the TEI study and hear directly from Impact and guests from Forrester, join the webinar "How partnerships provide 2X faster growth and 300% ROI" on Wednesday, February 19 from 11am PT/ 2pm ET. For more information on the study, and to register for the webinar and/or receive a recording click here. 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 lifecycle, including: discovery, recruitment, contracting, engagement, fraud protection, optimisation and payment processing for enterprise partnerships. Impact's Partnership Cloud™ manages over \$50B in e-commerce sales and processes over \$2B per year in payments to partners. Impact drives revenue growth for APAC brands such as Booktopia, Canva, Decathlon China, Globalegrow and Razer – and 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 over 500 employees and twelve offices 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
+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)