Leverage our open API platform

- Pull data from - or push data to - marketing systems, tools and apps
- Consolidate marketing data within your own analytics platform or DMP
- Update external platform configurations and bid platforms
- Update ads, insertion orders, product data and more
- Track, attribute and commission mobile, call and offline events

Leverage our Pre-Built Connections

Plug n' play integrations make it easy to connect your Impact Radius account with commonly used tools, platforms and media for facilitated workflows, data enhancement and data consolidation.

Automated Cost & Data Importers

We independently track referrals to your website by each of your media vendors. By connecting to these media sources, you can enhance your referral data with cost and other data for more robust reporting.

Mobile Event Tracking

Use our SDK to track mobile app installs and in-app events natively. Or use another provider's SDK and plug it into our system to leverage our superior contracting, payout and attribution capabilities.

Demandware Integration

If your website uses the Demandware shopping cart, plug it in via their marketplace to save countless hours of technical onboarding time and ongoing distribution of product catalogs and ad listings.

Product Catalogs & Ad Listings

Maintain your product catalogs via your eCommerce platform or in any standard or custom file format. Distribute updated product ads to partners, search ads, shopping engines and social product listings.

Tag Management

Our Universal Tracking Tag (UTT) is available through popular Tag Managers such as Ensighten, Tealium and BrightTag, saving you countless hours of technical integration.

DoubleClick Impression Data

You can use our pixel to track ad impressions directly. But if you already use DoubleClick for ad serving, use our integration to import impression data for more robust reporting and attribution.

Call Tracking

We offer native call tracking with robust features. But if you already use another solution, then use our open API to easily import call data for attribution and partner commissioning.

Salesforce CRM Integration

If you pay partners for lead generation, you can use our Salesforce integration to automatically send updated dispositions to your performance management account for commissioning.

Connect with the networks & vendors you already use

mparticle · demandware · OpenX · TUNE · KOCHAVA ★

STEELHOUSE ADVERTISING SUITE · outbrain · Sizmek · facebook · LinkedIn · Pinterest

theTradeDesk · Taboola · reddit · Twitter · Instagram

Tapjoy · apd · APPLOVIN · criteo. · StumbleUpon · TWENGA Solutions

MediaMath · Google AdWords · Rakuten LINKSHARE · SHAREASALE

AvantLink · PERFORMANCE HORIZON · affilinet

Bing ads · YAHOO! GEMINI

DoubleClick by Google · adknowledge

AppsFlyer · BIGCOMMERCE · rocketfuel

WooCOMMERCE · connexity · Google Shopping

affiliate by CONVERSANT · Nextag · amazon Product Ads · gifts.com · INVOCA

LeGuide The European Shopping Group · shopify · ebay

AvantLink · zanox. · POLYVORE · kelkoo · twilio

AdRoll · nextjump · Magento · sitescout

affiliatewindow part of the zanox group

Tradedoubler · pepperjam · CallRail · MARCHEX

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