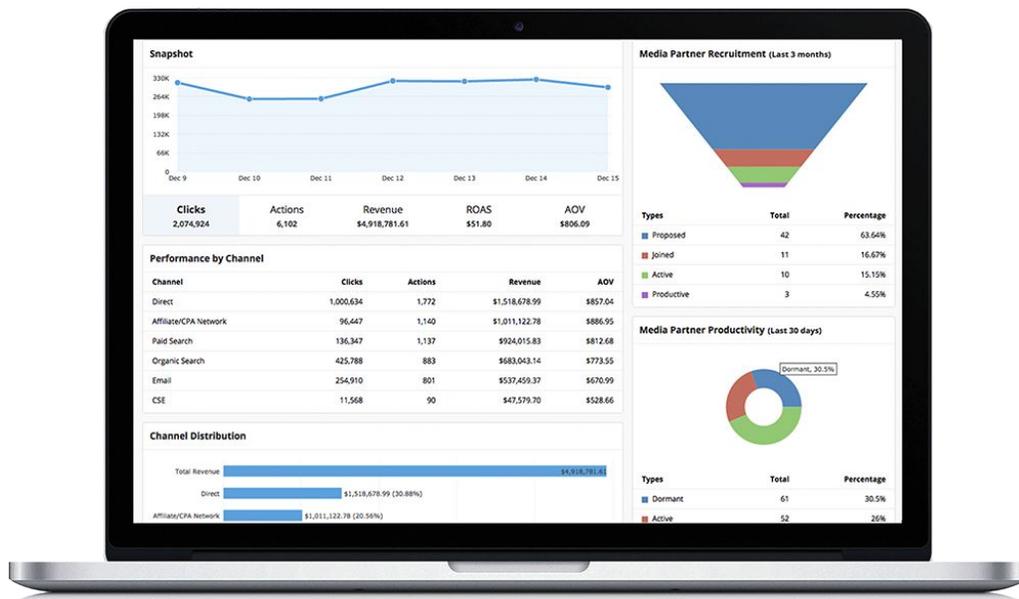


NEXT GEN

Performance Marketing

With actionable insights & robust ad fraud protection

The most comprehensive platform for brands and agencies to intelligently grow and optimize their revenue partnerships.



Grow

Work directly with traditional and non-traditional partners alike. Use our Partner Discovery Tool and Global Marketplace to extend your reach through longtail recruitment.

Manage

The path to success differs for each of your partners. Manage your partnerships as creatively as you need to with extreme flexibility in contracting and commissioning.

Optimize

Make faster & more informed decisions in near real-time with immediate access to a robust and customizable suite of performance reports and actionable insights.



The Impact Radius platform has aided the growth and development of our global affiliate program. The huge amounts of data help us truly understand the value of our program and make decisions on where to allocate budget most effectively.

Inez Miedema

Head of Affiliates and Partnerships, TransferWise

Non-Traditional Partners

Manage partnerships that exist outside a network as easily as you would traditional affiliates. Examples include athletes, social influencers and job or travel aggregators.

Advanced Crediting

Beyond first or last click, you can also pay on last-to-cart, which solves the issue of deal hijacking and gives credit to the partner who drove the conversion.

Incrementality

Prove the incremental value of your partnerships against other marketing channels and find the partners who add unique value within your program.

Scheduled Reporting & Alerts

Easily create and share custom reports and have the system alert you when performance rises or dips to defined levels.

Forensiq Fraud Protection

Automatically reject conversion payouts initiated by bots, automated by toolbars or hijacked through "cookie stuffing".

Migration Assistance

Access our team of experts to help you quickly and seamlessly migrate affiliates from your existing affiliate network onto our expanded partner platform.

API / Open Platform

Push data to your DMP; update external platforms with ad or product configurations; and track calls and mobile platforms with 3rd party integrations.

Partner Discovery Tool

Search beyond our marketplace to recruit from 800,000 potential partners. You can even find out which affiliates are working with your competition!

Unique Promo Codes

Track and manage high value partner campaigns by assigning a unique promo code to individuals or a specified group of partners.

Conversion De-Duplication

Eliminate multiple payments for the same conversion by automatically de-duplicating credit across your marketing channels.

Real-Time Reporting

Know exactly how you're performing with granular drill downs by SKU, geolocation, ad, partner, custom variables and more.

Product Data Catalog

Promote your products through your partners and across popular ecommerce platforms with plug-n-play integrations.

Global Payment Processing

Choose from 78 local currencies across 240 countries for payments and reporting. You can pay in your preferred currency, while your partners receive it in theirs.

Training & Support

Access world class technical support. We are available to answer your questions and help to train your team on the platform, its features and best practices.