YOUR DASHBOARD
This is your Impact Dashboard.

The graph above will serves as a quick reference or “Snapshot” of your marketing performance over time.
Tracking Link Generators

This is where you can create Vanity Links to promote a brand. Click on “Create” to pull your unique tracking link.

Note:
There is a limit of 2000 Vanity Links.
Reports
This is where you can access more detailed reports on your campaign performance.
Finance

**Earnings:**
This is where you can see your earnings information.

**Withdrawals:**
This is where you can see historical withdrawals sent to your nominated bank details.

**Invoices:**
This will contain your electronic invoices for each advertiser you are partnered with.
Settings

This is where you can update any of your account details, such as media information, account users, company information or financial settings.
Notifications

The notifications panel serves as quick reference to account notifications such as contract changes, payments and other day-to-day items related to your account.

Edit your notification settings by clicking the cog in the top right corner of the notifications panel.
Account Settings

Your account controls will include options such as updating your company information, changing your withdrawal details, and controlling user access to the account.
The Marketplace Listing and its associated Media Properties are your public profile.

Add logos and a description, as well as keywords to make your account more discoverable.

Be sure to complete this right away to make your account more discoverable and attractive to Brands!
Account Users

Invite, edit permissions and remove users that have access to your account.

Each of the permissions have sub-rights available for selection.

Eg: User can view Account Financials but not edit Financial Settings.
You can grab ads and tracking links by navigating to Ads > “Ads & Links”.

Electronic tax document required before payment can be made
Please complete and submit an electronic tax document here.

Grabbing Ads

FIND NEW BRANDS TO PROMOTE

NAME | CATEGORY | RATING | PAYOUT | 30 DAY EPC
--- | --- | --- | --- | ---
eDreams Odigeo Partner Program | Transportation | ★★★★★ | Confirmed Purchase 10%-15% | N/A
Foundation Campaign - 1192818 | N/a | | | N/A
Travel Demo | Transportation | ★★★★★ | Completed Booking 10%-30% | EUR180.46
Technical Settings can be found by clicking the cloud icon in the bottom left navigation bar. These include Data Feeds, API and Event Notifications.
Data Feeds is where you will set up your account to receive data from the platform such as actions and promotions without logging into the platform. The options include Daily Action Feed and Daily Promotional Ad Feed.

Daily Action Feed

The Daily Action Feed will feed new actions or any updates to existing actions. The frequency can be scheduled and this can be sent via FTP or email.

The Daily Action Feed will send you an aggregate of actions depending on the frequency selected.
The Daily Promotional Ad Feed includes information on newly added promotional ads such as discounts, free shipping, coupons, etc.
The Product Feeds section is where you set up the file format for your Product Catalog downloads.

To view and download the Product Catalog, navigate to the Ads > Product Catalogs page. From the View Details button, you can either download the file via your browser (if smaller than 20mb), download via FTP or apply for access to the API documentation.

Note: The Products tab will only be available if Brands have indicated that they have Product Catalogs.
You will need to first enable API access on your account before you can make API calls.

By enabling API access, you will receive your API credentials. If you need access to our API documentation, you can apply via the Product Catalog page or reach out to our Support team for assistance.
Event Notifications

Event Notifications (also called Postbacks) are real time notifications when actions are tracked, reversed or modified. There is a 15-minute delay in the notification sending after an action is generated.

You can set up Event Notifications at campaign-level or at global-level (across all campaigns).
Event Notifications Setup

To set up Event Notification at Global level, you'll use the Action Life Cycle Events section and insert your Postback URL.

To view the parameters supported by Impact, click “Show/hide optional parameters”.
Event Notifications Setup

To set up Event Notifications at campaign-level, navigate to Brands > Joined > More > Tracking integration. Click Add Postback and complete the setup in the same way as you would at global-level.
FINANCE SETUP
Setting up Your Bank Account

In order to get paid, you will need to set up your bank account information in Impact.

You can do this by navigating to Settings → Withdrawal Settings.

Fill out all the necessary Company Indirect Tax Information along with your Billing Address, and click ‘Save’.
After you have completed the ‘Setting up your Bank Account’ screen, you will be able to select your Payment Method.

**Note:** Paypal is only available as a withdrawal method the following currencies: USD, GBP, EUR, AUD, CAD, NZD, PHP, HKD, SGD, SEK, DKK, NOK, ILS, and MXN.
Payment Scheduling

You can choose to be paid either when your available balance hits a certain threshold, or on a fixed day of the month (1st or 15th).

Please note: Balance must be at least $10 to withdraw for either method.
Tax Documents

If you are partnered with a Brand based in the US or selected USD as your base currency, you will need to submit an electronic tax document.

If you are an individual or LLC residing in the US and doing business with US companies, you will need to submit a W9 form. If you reside outside of the US and are doing business with US companies, you will need to submit a W8-BEN form if you are an individual, and a W8-BEN-E if you are an entity.
In the Marketplace, you have access to apply to join with Brands with public-facing campaigns. There are new Brands joining Impact all the time, so be sure to check in regularly to discover new Brands.

To find Brands, use the search bar to search for Brands by name or by keyword, and use the filters below to refine your search.
Brand Marketplace Listing

To find out more about a Brand and its campaign, click on their name to see their Marketplace Listing.

To contact a Brand directly, click Send Email beneath the Contact section. To apply to join with a Brand, click Apply.
Before applying to a campaign or accepting a campaign proposal, it's important that you read through and understand the contract terms.

The contract will show you which actions you'll be paid for, how much you'll be paid, and when you'll be paid.
This screen shows you all available ads for your advertisers. You can use the filters to sort by brand, ad type, or deal type. To get the ad code and tracking link for an Ad, select ‘Get code’.
You can easily copy and paste the HTML code onto the page you would like to display the ad on.

If you only want the tracking link for the Ad, you can obtain this by copying the link detailed in “Tracking Link” below the full HTML code.
Sub & Shared ID's

Using Sub ID's or Shared ID's in your ads will change the tracking link(s) accordingly and append the values.

Modified tracking links with ID's will append:

- ?sharedid={ID_HERE}
- ?subid1={ID_HERE}
You can choose to append unique ID parameters to your ads for reporting purposes.

Sub ID values are only visible by you, whilst Shared ID values are visible by both you and the Advertiser.

The Sub ID value is commonly used to distinguish traffic derived from multiple sources such as homepage, newsletters, mobile app or social media.
Traffic Destination

You can choose to either send traffic to the ad’s default landing page (as set by the advertiser), or to a specific landing page on the advertiser's site (deeplinking) when available.

Once the URL of your choice has been entered, clicking the option for “Generate Custom Code” will compile your new tracking link(s).

It is worth checking with each advertiser if they accept custom landing pages (deeplinking) to ensure your traffic is tracked correctly.
Selecting a Report

You can access reports by clicking the “All Reports” link in the reporting drop down.

Initially, all of the available reports are accessed through this link.

Depending on the reports of interest, you can then add these to the Reports dropdown for quick reference at a later date.
To peruse a report, click on the name of the report and you will be transported to this report for analysis.

If you would like to add a report to the Reports dropdown, you can do so by clicking the “Add to Reports Dropdown” option.
Performance Reports

These reports detail marketing performance by Ad, Campaign, Category/SKU, Day, etc.

These are helpful for tracking aggregate performance for a given time period.
Listing Reports

These reports show conversion level data for a given time period.

These are the most granular reports available and can be used to look up details of a specific conversion.

Note:
The Action Listing shows only the basic conversion data, whilst the Advanced Action Listing shows every data point available for a given conversion.
Filtering reports will allow you to pivot data points, and analyse data according to your needs.

Common filters may include the option to focus on a specific advertiser, Sub or Shared ID, or Ad to call out some examples.
“Show” Filter

The “Show” filter will allow you to inject even more data into your reports, depending on the level of granularity needed for your analysis.
### Action ID

This is the unique id assigned to every conversion.

Clicking this link also brings up additional details on this conversion.

### Status

The status of each conversion is displayed here.

Pending conversions have yet to lock or be paid, Approved have locked and have been paid or will be paid when they clear.

### Action Earnings

Displays the commission you earned for that particular conversion as dictated by the terms of your Template Terms (Contract with the advertiser).
If you have attached unique reference ID’s to your marketing campaigns, these will be attached to each conversion.

Analysing the ID attached to conversions will allow you to optimise your marketing and uncover which methods are driving efficiencies.

**Note:**
There is a “Performance by Shared ID” report that you may choose to enable. This will detail ID performance at an aggregated level.
Available Balance

This is your available balance for withdrawal.

Your balance must be at least USD$10 in order for a withdrawal to be processed (local currencies may vary - non USD).
Overdue Transfers

Funds that are owed to your account from a Brand or advertiser (such as a "Make Good" or bonus payments), but have not transferred yet as we are waiting for the Brand to fund their account.
### Overdue Action Earnings

Funds for actions that have locked, but where we are waiting for the Brand to fund their account.

Click the amount for a detailed list of overdue action payouts.
Upcoming Transfers

These are bonus or make good payments that are waiting to be transferred to your account.
Pending Action Earnings

Action earnings that haven’t reached their due date scheduled in your Contract.

You can click on this amount for a detailed breakdown of each campaign, its actions and earnings due to you.
Monthly Earnings

This section lists monthly earnings over the past 12 months based on when the action occurred. It lists useful information such as action earnings, other earnings, amount funded by the Brand, and the amount you have withdrawn.
Other Earnings

These are non-action earnings such as bonuses, make goods, min EPC, slotting fees etc.
<table>
<thead>
<tr>
<th>OTHER EARNINGS</th>
<th>OTHER TAX</th>
<th>INVOICED</th>
<th>% FUNDED BY ADV</th>
<th>FUNDED BY ADV</th>
<th>% WITHDRAWN</th>
<th>WITHDRAWN</th>
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Invoiced

The amount of earnings (per accounting month) that have been included in an invoice.
% Funded by Adv

The % (relative to total amount) of the accounting month earnings that has been paid (funded) by the Advertiser.
Funded by Adv

The amount (absolute value) of the accounting month earnings that has been paid (funded) by the Advertiser.
### Monthly Earnings

**% Withdrawn**

The % of the accounting month earnings that you have withdrawn.

<table>
<thead>
<tr>
<th>Partner</th>
<th>Available Balance</th>
<th>% Withdrawn</th>
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</thead>
<tbody>
<tr>
<td>UberMediaPartner (344711)</td>
<td>$0.00</td>
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**Monthly Earnings**

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<tr>
<th>Other Earnings</th>
<th>Other Tax</th>
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<th>% Funded by ADV</th>
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<th>% Withdrawn</th>
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Withdrawn

The amount of the accounting month earnings that you have withdrawn.
SUPPORT
Help Center

For Support assistance, click the question mark icon (?) in the left navigation bar. This will open up the Support widget in the platform. From the Support widget, you can search for articles from our Help Center to assist you with your queries.

Contacting Support

If you need more help or information than the Support articles provide, click Support Ticket to log your query with our Support team. An agent will be assigned to your ticket and will work with you to resolve your query.
Forgot Password

To reset your password, click “Forgot Password or Username” from the login page.

Enter in the email associated with your user account. Impact will send you instructions via email detailing how to reset your password and access your account.

**Note:**
Entering incorrect details three times will lock your account. You will be required to contact Impact and validate your identity. Please email support@impact.com with details of your accounts and/or associated email address.
Thank you!

Questions? Reach out to support@impact.com