

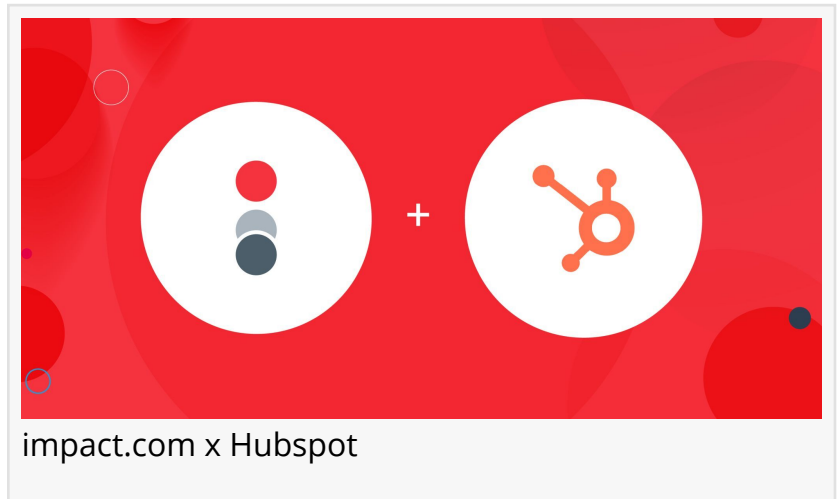
impact.com announces new product functionality for B2B SaaS through partnership with HubSpot

Integration provides direct visibility into partnerships value through the sales funnel

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Integration provides direct visibility into partnerships value through the sales funnel

Today, [impact.com](https://www.impact.com), the leading global partnership management platform, announced an integration with HubSpot, a leading CRM platform for scaling companies, which is now listed in the HubSpot App Marketplace. This follows impact.com's [recent announcement](#) highlighting the company's significant growth in the first half of the year and notable integrations with BigCommerce and Shopify.



Through this partnership, HubSpot users can integrate with impact.com's partnership management platform to quickly launch a partnership programme, and track and attribute each partner's value as leads travel through the sales funnel. HubSpot users can now uncover how those partner touchpoints are interacting with other channels, discover new partners (e.g. consultants, educators, specialist publishers, and more) and automate payouts tied to smart, electronic contracts that only pay when a partner drives tangible business results.

"We are thrilled to offer our users an integration with impact.com, especially given the company's strength in the B2B SaaS space," said Scott Brinker, VP of platform ecosystem at HubSpot. "Our customers turn to HubSpot for the best-in-class offerings, and we look for the same in our partners. impact.com has carved out a space in the market that allows for the establishment and execution of successful partnerships that drive high ROI, and we are excited to see how our users leverage these offerings to further their businesses."

impact.com has experienced tremendous growth in the B2B SaaS market beyond this new integration, as it was recently listed as G2's #1 leader in the partner management software

category. The company also had a large presence at SaaStr to showcase its product functionality, and has presented alongside other B2B SaaS clients such as Canva, which, through partnership with impact.com, has increased revenue from its affiliate programme by 615%. The innovative programme is receiving industry recognition, recently winning the “Most Effective Use of Affiliate Marketing” award at The Drum Digital Advertising Awards APAC.

These B2B SaaS companies, and others within impact.com’s customer portfolio, leverage impact.com’s digital contracts to quickly create contract terms that reward partners for driving results, including qualified opportunities, subscription upgrades and signed deals. Additionally, partners can easily refer leads through a lead submission form on their partner dashboard that is integrated with a CRM. On the flipside, partners can see how their referrals are progressing through the sales funnel and surface what payouts to expect from converted leads.

Other benefits for B2B SaaS clients include:

Access to a resources section that contains training and enablement material such as one sheets, case studies, and other assets that will help partners generate business

Ability to schedule newsletters and instantly distribute to all partners, or to any segments of their partner base, in order to encourage engagement

Enhanced reporting functionality with the “Funnel by Partner” report that shows how often each partner’s referred leads progress to each stage of the sales funnel

Navigation of educational and enablement courses created in LearnUpon, a leading learning management system (LMS) integrated with impact.com, directly from the impact.com dashboard

“As the B2B SaaS market becomes more competitive, companies need ways to cut through the noise and expand their user base as quickly as possible,” said David A. Yovanno, CEO at impact.com. “Partnerships are critical to growth but many B2B companies don’t know how to get started. With the trends towards open architecture and interoperability, we encourage SaaS companies large and small to find and integrate with complementary businesses that cater to a similar demographic - especially when doing so also creates a better customer experience. Partnerships that just make sense and create value for the consumer always win, and we’re seeing a lot of success stories like this on the impact.com platform.”

HubSpot’s App Partner Programme is an ecosystem of valuable third-party integrations. App Partners comply with a set of requirements.

To learn more about impact.com’s integration with HubSpot, [please click here](#).

ABOUT impact.com

The leading global partnership management platform, impact.com has been transforming the way enterprises manage and optimise all types of partnerships—including affiliates, influencers,

commerce content publishers, B2B, and more—since its founding in 2008. The company's powerful, purpose-built platform helps brands, publishers and agencies build authentic, enduring and rewarding relationships with consumers by providing visibility across the entire consumer journey. impact.com users are able to aggregate, orchestrate and optimise the total value of the entire mix of partnerships with ease and transparency – driving growth and creating new value for consumers. To learn more about how impact.com's technology platform and partnerships marketplace is driving revenue growth for global enterprise brands such as Uber, TUI, Shopify, Lenovo, L'Oreal, HelloFresh, Levi's and SkyScanner, visit www.impact.com.

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