

Impact Announces the Acquisition of Mediarails

Acquisition of CRM and marketing automation platform for discovery, recruitment and engagement of new digital marketing partners complements existing partner marketing platform to further accelerate revenue for customers

SANTA BARBARA, Calif. and COLOGNE, Ger. – Sept. 12, 2018 – Impact, a natively-integrated suite of products for fraud protection, marketing attribution and analytics, and performance partnership management and optimization, today announced the complete acquisition of Mediarails. The acquisition adds full CRM and marketing automation capabilities to the Impact service offering for the discovery, recruitment and engagement of new digital marketing partners, including influencers.

“As the market moves toward a business development mindset in all marketing partnerships, it’s critical for marketers to shift focus to the idea that affiliate and influencer relationships are only parts of the massive market opportunity,” said David A. Yovanno, CEO of Impact. “Mediarails is an ideal complement to our Radius offering, enabling the end-to-end workflow necessary for brands to expand their overall partner marketing strategy.”

Radius by Impact, a performance partnership management platform, started by disrupting the traditional network model and generating significant channel savings that can be reinvested for growth initiatives. The addition of Mediarails to the Impact offering supports these growth initiatives by equipping performance marketing teams with the automated partner discovery and recruitment workflows they need to become agents of growth for their business.

“Impact is spearheading an entirely new strategic software category providing growth through all forms of marketing partnerships,” said Max Ciccotosto, CEO of Mediarails. “By joining the ranks of Impact’s well-rounded marketing stack, we look forward to accelerating our ability to build technology that helps marketers efficiently meet and exceed their goals.”

Mediarails leverages automation to treat every partnership with care, no matter the size, allowing brands to engage effectively with even long tail partners. Mediarails’ powerful capabilities enables marketers to discover and recruit new digital media partners and engage existing ones through tools like email automation, personalization and engagement alerts.

“Impact’s acquisition of Mediarails is a very exciting development for the industry,” said Robert Glazer, founder and CEO of [Acceleration Partners](#). “Identifying, recruiting and managing publishers is essential to growing a Performance Partnership® program and the accelerated investment and growth in Mediarails will enable revenue-driving growth for partner marketing programs for years to come.”

Rather than jumping between tools, marketers using open and interoperable partner platforms like Radius in conjunction with Mediarails will benefit from workflows executed or automated, all from a single platform. Additionally, Mediarails also creates rich metadata to evaluate potential partners from available third party sources like Alexa, SimilarWeb and Social Analytics.

As a part of the Impact suite of technology products, Mediarails will continue to be offered as a standalone service, working across the industry to provide partner recruitment and engagement automation.

“We’re really excited to see that Mediarails was acquired by Impact,” said Wade Tonkin, senior affiliate manager at Fanatics. “Mediarails is already best of breed when it comes to CRM in the Performance Marketing industry and it’s been a big part of growing our program in the direction of top-of-funnel content and social media based affiliates who connect directly with sports fans. Mediarails’ tools for Performance Marketing automation including recruiting

and optimization workflows and its arsenal of Publisher Discovery tools are game changers and I can't wait to see what's coming up next with the resources and experience of the Impact team behind it."

For more information about Impact and Mediarails, visit www.impact.com and www.mediarails.com.

About Impact

Impact is a marketing technology company helping brands grow by optimizing their paid marketing and media spend. The Impact platform was designed to respond to marketers' demands for simplicity, transparency, performance, and confidence to drive growth through marketing. Impact's platform is the first native integration of leading solutions to stop ad fraud, enable more confident decisions through media measurement, attribution, and mix optimization, and create new performance partnerships, including with influencers and strategic partners.

Founded in Santa Barbara, CA in 2008, Impact has grown to over 350 employees and seven offices across the United States, Europe, and Asia. To learn more, visit www.impact.com.

About Mediarails

Mediarails is a CRM and Growth platform that lets performance marketers (including affiliate managers and influencer marketers) discover and recruit new digital media partners, engage existing ones, and manage it all automatically, allowing them to eliminate the tedious work and focus on higher value-add activities like building new partner relationships, deepening existing ones and growing the company's bottom line. to learn more, visit www.mediarails.com

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