

Business. Partners. Growth.



Your Partnership Ecosystem

While most organizations have yet to view partnerships as an important revenue stream, many already have a wide array of partners without realizing it. After all, they are often spread across multiple teams and have siloed processes.



Are you struggling to accurately track and analyse your partners' performance?
Or looking for ways to manage and automate any type of partnerships simply?
With our four pillars of strength, you can!

“

Client testimonial

I now have the power to manage all sorts of partnerships globally – be it traditional affiliates, channel partners or others. The opportunities are limitless. These new types of partnerships will allow me to rapidly expand our footprint across new markets, audiences and channels.

”

Nick Riegger

Managing Director, Efficient Scale GmbH

The Ingenious Partner Management Platform (PMP)

The platform to manage and automate your partnerships for more growth.

Four pillars of PMP

Accurately optimise and automate partnerships for growth



1

Management



A flexible management tool to setup and activate partners of any kind - with ease

2

Tracking



Reliable tracking engine to accurately measure every interaction for the complete picture

3

Analytics



Innovative analytics capabilities that reveal the most effective combination of partners in bringing revenue

4

Finance



Strong finance tool to automate all workflows from invoicing to payout, thereby providing transparency to build trust with your partners

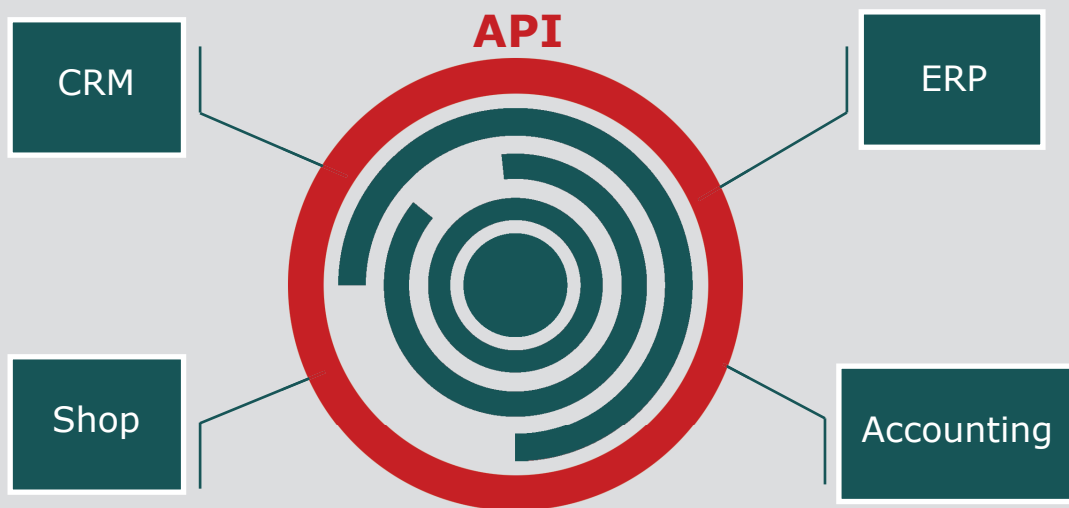
SWITCH TO OUR DYNAMIC **PARTNER MANAGEMENT PLATFORM** TODAY!

The Ingenious Partner Management Platform (PMP)

The platform to manage and automate your partnerships for more growth.

Full connectivity

Benefit from full connectivity through our API to remove silos and win efficiency



1

Shop / CMS



Set up tracking on your Shop to benefit from data flow for all events and transactions that take place

2

CRM



Connect to your CRM for a full overview of your customer journey, in order to evaluate the customer lifetime value

3

ERP



Sync data with your ERP system to gain real-time reports on your resources and sales

4

Accounting

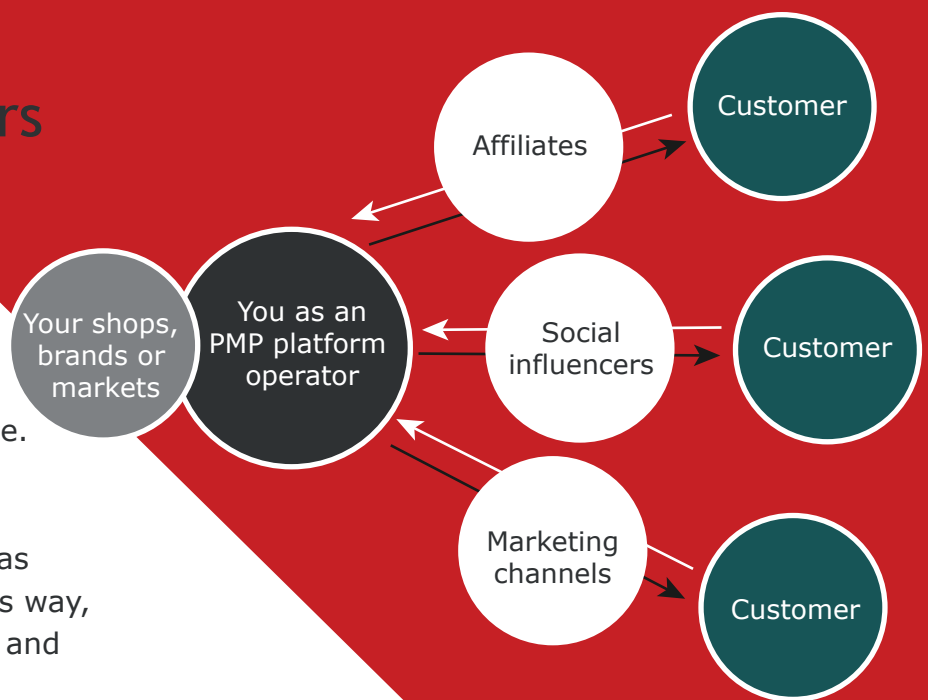


Ensure full financial transparency and accountability through an integration with your Accounting

PMP for your Marketing Partners

Our Ingenious Partner Management Platform (PMP) is **Europe's most trusted** SaaS technology for boosting marketing performance.

It allows you to connect your channels and partners, as well as analyse customer journeys. This way, you can easily **increase reach** and **acquire new customers!**



Features at a glance:



True private affiliate network

Own your partnerships; there are no public partner pools with Ingenious



Customer journey analytics

Gain deep insight into your marketing mix and customers' behaviour



First-party tracking

Increase tracking accuracy by using your own domains and avoid ad-blocking



Financial management

Manage billing runs and account overviews in a GAAP-compliant manner



Multi-touch attribution & deduplication

Model the interactions important to you, and get the clearest picture of your customers – in real-time



Technology made in Germany

Rely on our strict data protection policies and experts to help maximize your growth potential

Trusted by



Cube Group



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Die lokalen Optiker



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