

Partner Marketing Software Category

WINTER 2026
Customer Success Report



Partner Marketing Software Category

Partner marketing software gives your business the needed features to track sales affiliates and partners, and for your partners to get support and communicate with your company. The platform presents a private portal for every partner, in which they can access campaign materials, documents, deals, opportunities, and market development funds (MDF).

Channel sales managers can use partner marketing software to develop closer relationships with channel sales partners like value-added resellers (VAR) and specialty retailers. The system helps to distribute funds and opportunities fairly, monitor success and activities, and provide assurance to the partners that your company is not hogging their leads. In addition, the platform can assist to track details like compliance with regulations, contractual terms and conditions, and loyalty and incentive rewards.

Customer Success Report

Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- ✓ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ✓ Customer reference rating score
- ✓ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ✓ Total # of profile views on FeaturedCustomers platform
- ✓ Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- ✓ Social media followers including LinkedIn, Twitter, & Facebook
- ✓ Vendor momentum based on web traffic and search trends
- ✓ Organic SEO key term rankings
- ✓ Company presence including # of press mentions

COMPANY SCORE

- ✓ Total # of employees (based on social media and public resources)
- ✓ Year-over-year change in # of employees over past 12 months
- ✓ Glassdoor ranking
- ✓ Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

2026 Customer Success Awards

Check out this list of the highest rated Partner Marketing Software based on the FeaturedCustomers Customer Success Report.



impact.com IMPARTNER Partnerize

PartnerStack

Ambassador
orchestrated by HiroAI TUNE zinfi™

AFFISE EVERFLOW mindmatrix
One Platform: Enabling Sales Ecosystems

Structured

* Companies listed in alphabetical order





ABOUT IMPACT.COM



Impact is the global leader in Partnership Automation and catalyst for the new Partnership Economy. Impact accelerates enterprise growth by scaling discovery, recruitment, onboarding, engagement and optimization of all types of partnerships. Impact's Partnership Cloud™ manages over \$50B in e-commerce sales and \$2B in partnership payments, providing automation for the full partnership lifecycle, confident decision making and optimization through measurement and attribution, and protection from fraud. Impact drives revenue growth for global enterprises such as Cabela's, Fanatics, Getty Images, Lenovo, Levi's, Techstyle and Ticketmaster. Founded in...

308

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“impact.com has delivered substantial cost savings for our brands while also enhancing tracking accuracy, ensuring robust compliance, and providing the confidence necessary to scale effectively. With its exceptional network of partners, impact.com has proven to be a critical tool in driving both operational efficiency and long-term growth across the IXL family of brands. **”**

STEVEN BERO
AFFILIATE MARKETING MANAGER, IXL LEARNING,
ROSETTA STONE

“The impact.com platform has made our operation so much easier. From partner onboarding to offer setup and performance tracking, reporting, and payouts, the platform has saved us from drowning in excessive admin work. It has allowed the team to spend more time on ore important things while having full control of how we're doing. **”**

AARON TING
SENIOR MARKETING MANAGER, CASTLERY

“The impact.com team did a phenomenal job designing and implementing the Kiss the Ground awareness campaign. They guided us through the influencer selection process, managed the campaign, and delivered exceptional results. **”**

TIM THOMASSON
SOIL ADVOCATE, KISS THE GROUND

“The impact.com and Segment integration streamlined the process and really made sure that we're capturing all of the affiliate sales whether it takes place on our chain app web mobile or on a normal desktop. **”**

TORI DETRICK
AFFILIATE DIRECTOR, JANE.COM

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ABOUT IMPARTNER



IMPARTNER

Impartner delivers the industry's most complete SaaS-based Channel Management Platform, helping companies worldwide manage their partner relationships and accelerate revenue and profitability through indirect sales channels. Impartner's flagship Partner Relationship Management (PRM) solution is the industry's most award-winning PRM technology and one of the industry's only turnkey solutions that can deploy a world-class Partner Portal in as few as 14 days.

73

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“Thanks to Impartner PRM, deal registration has been phenomenally successful for us. Our registered deals expanded 275% over the first half of 2016. We expect that to outstrip our native demand generation this year by a significant margin. That's largely due to our ability to manage those deals as they come into the pipeline. **”**

BRUCE MILNE
VICE PRESIDENT, CMO, CORPORATE/BUSINESS
DEVELOPMENT, PIVOT3

“Impartner significantly reduced the time it took us to evaluate and process deal registrations from partners, saving hours and hours of time. What was previously a manual process became automated, leading to better insights and one reporting view between Operations, Sales, Channel, and Finance teams **”**

DAO TRAN
GLOBAL ALLIANCES DIRECTOR, SOSAFE

“Impartner automatically improved our partner business and revenue because leads are easier to manage. In addition, it improved our partner relationships. In tangible terms, the team now has freed up more time to focus on customer-facing activities. **”**

BIANCA KIENLE
PARTNER SALES OPERATIONS MANAGER, YOKOY

“Impartner transformed deal registration by replacing a manual, complex process with an automated one with full visibility and editability. Its seamless HubSpot CRM integration made it the clear choice. **”**

TODD DAHLQUIST
CHANNEL SALES MANAGER, CLOUDNC



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ABOUT PARTNERIZE

Partnerize

Partnerize is the leader in partnership automation. The Partnerize platform is the only of its kind to deliver a fully integrated, comprehensive suite of discovery, recruitment, optimization, payment, brand safety and fraud prevention capabilities for marketers seeking a high transparency, scalable subsidy to alleviate pressure on their unit economics as a result of over dependence on primary sales and marketing channels. Supported by unrivaled service including the category's only in-housing support program, with Partnerize, you're in control of the entire partnership marketing lifecycle—all on a single platform. Headquartered in NYC, Partnerize retains offices in...

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TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“By working with Partnerize and leveraging the Discover and Track capabilities, we were able to prove our hypothesis on in-channel acquisition and retention, and achieve our strategic goals by remodelling the commission structures on Dollar Shave Club. This wouldn't have been possible without Partnerize's dynamic commissioning tool. We are also thrilled to have completely debunked misconceptions about the affiliate channel for acquisition, by showcasing how with the right strategies and the right tools and teams, it's possible that this customer cohort can be better retained than other channels in the mix! **”**

DANI LEMAN
THE SPECIALIST WORKS, DOLLAR SHAVE CLUB

“Partnerize's expertise enabled an effective build and launch of our affiliate program. These efforts achieved brand and performance goals, establishing direct.playstation.com as a leading destination for PlayStation products, driving new customer acquisition and revenue from a diverse partner base, and launching in 15 markets. **”**

CHRISTOPHER CHICK
SENIOR DIRECTOR, D2C COMMERCIAL MANAGEMENT,
SONY

“Partnerize enabled us to consolidate all of our activity in a single real-time dashboard across affiliates and aggregators. This dramatically reduced the admin requirements, allowing us to focus on strategy, communication and relationships. **”**

RYAN WILLIS
HEAD OF DIGITAL ACQUISITION & LOYALTY,
SANTANDER

“Partnerize has given us the flexibility to effectively monitor our global performance and the opportunity to expand the level at which we can market our products. **”**

GEORGE GRAY
GLOBAL ACQUISITION, ONLINE PARTNERSHIP
MANAGER, BRITISH AIRWAYS

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Camilla

Charlotte Tilbury



ABOUT PARTNERSTACK



PartnerStack is on a mission to change the way companies reach customers through channel sales. They enable companies to reach more customers through partnerships. The platform enables some of the fastest growing companies like Asana, Intuit and Freshworks with the tools required to build, manage, and scale channel partner programs. The network brings companies and channel partners together.

114

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“Partnerstack is an integral tool in our sales and partnerships toolkit which has enabled us to scale our partnerships program significantly. Partnerstack supports our many different types of partnerships and we use it to communicate at scale, identify and reward our top performing partners and process commissions seamlessly. The insights we are able to glean through the data and reporting functions are invaluable. **”**

KRISTINE BRUM
PARTNERSHIPS PROGRAM MANAGER, CARBON6

“PartnerStack makes it incredibly easy for us to showcase how our partnership channel is evolving month-over-month. We love how easy it is to track how our partners grow and monitor their health. **”**

JEREMY HELMS
CO-FOUNDER, WHATCONVERTS

“PartnerStack helps automate workflows to give Katana time back to focus on growing their partner programs and its Network provides the best place to recruit revenue-driving partners. **”**

SHAWN COULTICE
HEAD OF CHANNEL PARTNERSHIPS, KATANA

“PartnerStack makes managing a large scale of partnerships possible, and those partnerships are really critical for hitting our financial goals. **”**

JOE VARGAS
PARTNERSHIPS DEVELOPMENT REPRESENTATIVE, DRIP

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ABOUT AMBASSADOR



orchestrated by  HiroAI

Ambassador empowers businesses to increase revenue by leveraging the power of recommendations. Their flexible referral marketing software automates the process of enrolling, tracking, rewarding and managing loyal customers, affiliates, partners and fans. This allows B2B companies, consumer brands, and agencies to quickly build, scale, and optimize referral marketing programs. Ambassador's open API also seamlessly integrates with existing technologies, enabling companies to create a custom experience that aligns with their brand.

64

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Ambassador Software is solving several key challenges for us, primarily by streamlining affiliate management and enhancing user experience. Before transitioning, we struggled with a platform that was difficult for affiliates to navigate, leading to inefficiencies and lower engagement. Ambassador's user-friendly interface has significantly improved our affiliates' ability to access resources, track performance, and optimize their efforts, which in turn has boosted overall program success.”

ECOVERSY

“Ambassador is completely turnkey. The platform is intuitive and easy to use, and the feedback from our affiliates, influencers, and customers has been fantastic.”

DAVID SATERSTAD
VICE PRESIDENT OF MARKETING, LITTER-ROBOT

“With Ambassador, everything is super simple and clear. I've been really impressed with their team, the platform, and how easy it is to run.”

NATHAN COLEMAN
CHIEF EXECUTIVE OFFICER, THE ELEPHANT PANTS

“I was able to tailor the Ambassador software to fit my business needs. Our Customer Experience team has applauded its intuitive ease of use.”

ACEABLE

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ABOUT TUNE

TUNE

TUNE is the only affiliate marketing platform that gives marketers true flexibility and control of their data and partner program. Brands, agencies, and networks around the world use TUNE to manage, measure, pay, and grow their programs through direct partnerships and the TUNE Network.

144

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“The strong reputation of TUNE has enabled us to successfully onboard more partners with increased satisfaction and given us the ability to maintain long-term relationships with them. TUNE also provided great localized technical support and valuable partner introductions, so we could ramp up quickly. We are now very optimistic about the future of our partner program.”

MARS YANG
PARTNER MARKETING MANAGER, ZAFUL

“Our affiliates love this platform because it is easy to use and the dashboard shows accurate, real-time stats where you can drill down to get any and all necessary data on performance and payout. I could not run an affiliate department with anyone else.”

DANIEL MILLAR
CO-FOUNDER, CHIEF OPERATING OFFICER, BEEKEEPER'S NATURALS

“The TUNE platform helped Preply to scale our affiliate program. Thanks to TUNE's features, our partners are able to track their live campaigns and payouts anytime while providing us with several analytics, fraud fighting capabilities, and payout structure features.”

MARTA SOLANAS
GROWTH MARKETER, PREPLY

“As a retail company, affiliate management isn't our expertise. It's great to be able to rely on a best-in-class solution like TUNE to help us achieve our affiliate program goals.”

AMY TANG
CHIEF MARKETING MANAGER, ZAFUL

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ABOUT ZINFI TECHNOLOGIES



ZINFI Technologies, Inc. the leader in Unified Channel Management (UCM) innovation, enables vendors and their channel partners to achieve profitable growth predictably and rapidly on a worldwide level. ZINFI helps technology providers and their channel partners achieve profitable growth rapidly and affordably by automating channel management processes globally.

75

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FEATURED TESTIMONIALS

“We have worked with the team at ZINFI now for over 6 months and have found them to be a true partner. The platform has done everything we have ever wanted and more. Cloud computing and the move from physical to virtual infrastructure is one of the key IT transformations we see today. The Virtual Computing Environment Coalition represents significant growth opportunities for Microcare Computers. As a HP Technology Partner, we is working closely with HP, to help customers transform their IT infrastructure to extend virtualization to a greater number of applications across their enterprise. **”**

YUSUF KHAN
SALES & MARKETING, MICRO CARE COMPUTERS PVT.

“The ZINFI portal has helped me reach a large audience with minimal effort. This is more valuable than the tools we were using before. It gives me instant feedback. As soon as someone opens an email, I get a response. **”**

JUDI DAVIDSON
INSIDE SALES SUPERVISOR, ENTEL SYSTEMS

“We have onboarded 153 partners since launching the portal. That's a huge win for us. Given the size of our sales team, there would have been no way we could have done that without the ZINFI partner portal. **”**

TRACEY BOUCHER BROWN
DIRECTOR OF MARKETING, YOURSIX

“ZINFI's partner marketing assistance has really helped streamline our marketing operations so we can focus our efforts on sales instead. **”**

ALFRED NG
DIRECTOR OF SALES, COMPUTER HOUSE

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ABOUT AFFISE

AFFISE

Affise is the performance marketing solution that puts you in control. Creatives and conversions, publishers and payments, everything is right where you need it, easy to manage and analyze. Over 100+ companies using Affise for driving their business forward with conversion-based costs instead of paying for clicks. Among their clients are iFunny (#1 AppStore application in USA), FxClub (The largest Forex broker in Europe), MobUpps (Top 30 AppsFlyer worldwide ratings), Zorka.Mobi (One of the biggest CPI networks in Russia).

81

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“I can recommend Affise to other affiliate marketing companies. This service meets most needs of a modern affiliate network that works in the iGaming vertical. Currently, Alfaleads continues to improve the ecosystem for our customers — we want to make the process of payouts, reconciliations, approvals, and any interaction with us truly automated, transparent, and fast. To do this, we are making the most of the Affise platform.**”**

CONSTANTINE GUBERKAN
DEPUTY CEO, ALFALEADS

“Affise is an essential part of our performance marketing decision-making and execution process. We see it as a critical part of our mobile marketing technology stack and fully rely on its performance. The close work and great support from their team helped us to achieve our goals with great success. We look forward to a long and successful cooperation with Affise.**”**

MARK K.
CO-FOUNDER, MOBFOCUS

“Affise allows us to track, measure, and analyze data while automating and scaling campaigns at a better rate.**”**

TEJAS RATHOD
CO-FOUNDER, MOBAVENUE

“Affise knows exactly what affiliate marketers require in their work, what can make them successful and what can optimize their working routine.**”**

DATING PARTNERS

Adthorized.



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ABOUT EVERFLOW



EVERFLOW

Everflow is an all-in-one partner marketing platform for tracking and amplifying performance. Consistently recognized among best-in-class platforms for streamlining and optimizing affiliate marketing programs, Everflow's advanced technology tracks conversions and engagement from all types of partnerships.

79

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Everflow has been by far the most intuitive and advanced tracking platform I have used in my 6+ years in the industry. The technology they have developed has enabled us unparalleled granularity in regulating targeting, allowing us to deliver amazing results for our advertisers. Another huge factor that makes this platform stand out above others is their flexibility to build out custom tools, giving us the ability to adapt quickly with the ever changing mobile ecosystem. I am beyond impressed with what the platform they have built.”

ALEXANDER CANO
DIRECTOR OF PERFORMANCE, ADCOLONY

“Everflow was the up-and-comer platform we considered for growing the UA side of our business, and it was clear to us that it was the gold standard solution. We've been super happy with the platform's advanced capabilities, and it's been a real relief to not deal with all of the annoying hassles and issues that are common with some of the legacy platforms out there.”

DAN ALEXANDER
CHIEF EXECUTIVE OFFICER, BOLD SCREEN MEDIA

“Everflow provides access to reporting for all sides of the business, making everyone's life easier and helping to scale campaigns for even greater success.”

DAKOTA NEEL
SENIOR VICE PRESIDENT, KLAY MEDIA

“Everflow is the cleanest and most efficient tracking platform out there, bar none.”

PAT FRANKLIN
COADS

DIGIM **ADJUST**

TRUSTED BY

 FAN FUEL

BRAD'S
DEALS

 AppsFlyer



ABOUT MINDMATRIX



Mindmatrix is the only single, fully integrated platform offering complete sales and marketing enablement for direct and indirect sales. Mindmatrix combines Partner Relationship Management (PRM), Channel Marketing, Asset Management, Sales Enablement, and Marketing Automation for the complete enablement of your sales and marketing teams. This unified platform takes you through every step in the sales process from lead to revenue, enabling your sales channels to sell more, faster.

22

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Acumatica is a 100% channel-driven company, and it's crucial for us to enable our partners to effectively market Acumatica and set them up for success. Mindmatrix has become a key element of our partner marketing enablement. The platform's robust content distribution, marketing capabilities, ease of use, and flexibility allowed us to achieve a phenomenal 99% adoption rate within...**”**

IRINA BARBER
SENIOR DIRECTOR OF INTEGRATED MARKETING &
DEMAND GENERATION, ACUMATICA

“The Avalara Partner Portal provides our partners with digital, self-service access to all of their activities with Avalara and to important tax compliance information — a critical component of delivering a positive partner experience. The Mindmatrix Bridge PRM platform enables Avalara to provide all the services our partners need access to in an easy-to-use digital environment.**”**

FRANK HANZLIK
VICE PRESIDENT AND GM, GLOBAL PARTNER
DEVELOPMENT AND PROGRAMS, AVALARA

“As a new company, the software has been instrumental in helping us to organize our marketing campaign. It's user-friendly and the mobile phone app helps us keep track of website traffic and email open rates, even when we're out of the office.**”**

LOTUS MANAGEMENT SERVICES

“We a technical person and a manager, not a marketer.**”**

BOBBY UMPHLETT
OWNER, CLOUD SERVER TECHS

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ABOUT STRUCTURED

Structured

Structured is the leading AI-first channel marketing platform, built to help global enterprises and their partners collaborate, market, and grow together. Trusted by IBM, Google, Zoom, Dell, and ServiceNow, Structured's platform combines the creative power of Generative AI with the action-oriented intelligence of Agentic AI. With more than 20 specialized AI agents working in concert, Structured enables personalized, compliant, and results-driven partner campaigns at global scale.

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TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“Structured consolidates everything in one place, making it easy for channel and agency partners to access enablement and marketing resources. The AI translation and content tools are especially valuable — partners can translate and localize campaigns instantly, which has expanded our global reach. By moving from multiple tools into Structured, we reduced costs, simplified management, and created a far better partner....**”**

JOAN MORALES
HEAD OF PARTNER MARKETING, KLAVIYO

“With StructuredWeb technology, we have an increased capacity to execute quality campaigns more quickly and easily. Gorilla has decreased implementation and execution time and optimized clients' budgets year over year by 20% since partnering with StructuredWeb.**”**

BERTA ARMENTERAS
VP OF OPERATIONS, GORILLA CORPORATION

“StructuredWeb is the only platform designed to support the two-tiered distribution model we see in the IT channel space. The technology gave us the flexibility and scalability we were looking for to manage and execute multi-tiered channel programs.**”**

RANDY SASAKI
PARTNER, AFV

“The technology provided through the StructuredWeb platform takes Through Channel Marketing to a whole new level and pushes the boundaries of what has been achieved for IT Security resellers and vendors.**”**

BARRY MATTACOTT
MARKETING DIRECTOR, NUVIAS GROUP

TRUSTED BY

DELL Technologies

CISCO

INGRAM

klaviyo

omnissa