

## THE CHECKLIST

### PLATFORM MIGRATION

# DONE POORLY, YOU SPEND A YEAR RECOVERING.

Questions every brand should ask before committing to a migration plan.

## PLATFORM & TRACKING

- All tracking links audited for platform compatibility?
- Attribution model and cookie windows carry over as configured?
- In-flight transactions handled during the cutover window?
- Creative assets tested for link integrity post-migration?
- Server-to-server tracking validated before go-live?
- How will your MMM or attribution platform integrate with impact.com post-migration?
- Third-party measurement tools confirmed to ingest impact.com data?

## PARTNER MANAGEMENT

- Which partners migrate, get reviewed, or are removed — and who decides?
- Who owns partner comms, and how many touchpoints are planned?
- Plan for partners who don't re-accept terms on the new platform?
- Re-engagement plan for partners who go dark during migration?
- New recruitment paused, continued, or accelerated during transition?

## COMMISSION & CONTRACTS

- Commission tiers, bonuses, and custom terms reproducible on new platform?
- Current agency service contract staying in place or being renegotiated?
- Separate platform tech fees understood and factored into economics?
- Accountability defined if performance drops during transition?

# WE KNOW **IMPACT.COM** BETTER THAN **ANYONE.**

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## MEASUREMENT & BASELINE

- Current performance benchmarked so post-migration impact is measurable?
- Reporting configs and dashboards rebuilt, not assumed to carry over?
- Incrementality and attribution validated after cutover?
- Data reconciliation ownership defined between platforms?

## AGENCY & EXPERTISE

- Does your agency have a documented track record on the destination platform specifically?
- Escalation path defined if platform support slows during peak migration volume?
- Have they done this at your program's scale and geographic complexity?
- Can they show results from a comparable migration, not just a general case study?

