



Impact Named to the 2018 Inc. 5000 List of America's Fastest-Growing Private Companies

Santa Barbara, CA – August 21, 2018 – [Impact](#), a natively-integrated suite of products for fraud protection, marketing attribution and analytics, and creating and optimizing performance partnerships, announced it has been included on Inc. Magazine's 37th annual Inc. 5000 list, the most prestigious ranking of the nation's fastest-growing private companies. The list represents a unique look at the most successful companies within the American economy's most dynamic segment—its independent small businesses. Microsoft, Dell, Domino's Pizza, Pandora, Timberland, LinkedIn, Yelp, Zillow, and many other well-known names gained their first national exposure as honorees on the Inc. 5000.

“Everyone at Impact is committed to answering the call of marketers around the world who are demanding transparency, trust and performance across their spend to scale their business growth,” stated David A. Yovanno, CEO of Impact. “This recognition is a testament to the hard work we do to deliver a customer-driven technology platform that transforms businesses, and continues to resonate with savvy CMOs, marketers and their agencies. It's an honor to be recognized by Inc.”

Not only have the companies on the 2018 Inc. 5000 (which are listed online at Inc.com, with the top 500 companies featured in the September issue of *Inc.*, and were made available on newsstands on August 15) been very competitive within their markets, but the list as a whole shows staggering growth compared with prior lists. The 2018 Inc. 5000 achieved an astounding three-year average growth of 538.2 percent, and a median rate of 171.8 percent. The Inc. 5000's aggregate revenue was \$206.1 billion in 2017, accounting for 664,095 jobs over the past three years.

“If your company is on the Inc. 5000, it's unparalleled recognition of your years of hard work and sacrifice,” says Inc. editor in chief James Ledbetter. “The lines of business may come and go, or come and stay. What doesn't change is the way entrepreneurs create and accelerate the forces that shape our lives.”

The annual Inc. 5000 event honoring the companies on the list will be held October 17 to 19, 2018, at the JW Marriott San Antonio Hill Country Resort, in San Antonio, Texas. As always, speakers include some of the greatest innovators and business leaders of our generation.

More about Inc. and the Inc. 5000

Methodology

The 2018 Inc. 5000 is ranked according to percentage revenue growth when comparing 2014 and 2017. To qualify, companies must have been founded and generating revenue by March 31, 2014. They had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2017. (Since then, a number of companies on

the list have gone public or been acquired.) The minimum revenue required for 2014 is \$100,000; the minimum for 2017 is \$2 million. As always, Inc. reserves the right to decline applicants for subjective reasons. Companies on the Inc. 500 are featured in *Inc.*'s September issue. They represent the top tier of the Inc. 5000, which can be found at <http://www.inc.com/inc5000>.

About Inc. Media

Founded in 1979 and acquired in 2005 by Mansueto Ventures, Inc. is the only major brand dedicated exclusively to owners and managers of growing private companies, with the aim to deliver real solutions for today's innovative company builders. *Inc.* took home the National Magazine Award for General Excellence in both 2014 and 2012. The total monthly audience reach for the brand has been growing significantly, from 2,000,000 in 2010 to more than 18,000,000 today. For more information, visit www.inc.com.

The Inc. 5000 is a list of the fastest-growing private companies in the nation. Started in 1982, this prestigious list has become the hallmark of entrepreneurial success. The Inc. 5000 Conference & Awards Ceremony is an annual event that celebrates the remarkable achievements of these companies. The event also offers informative workshops, celebrated keynote speakers, and evening functions.

For more information on Inc. and the Inc. 5000 Conference, visit <http://conference.inc.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 300 employees and seven offices across the United States, Europe, and Asia. To learn more visit www.impact.com.

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