# Impact.com to spotlight trust and AI in partnership marketing at iPX London 2025



Impact.com, the global leader in partnership management platforms, has announced the details for the UK edition of its highly anticipated Partnerships Experience event (iPX), set for 25th June 2025 at the London Science Museum. This one-day event aims to bring together an eclectic mix of brands, influencers, creators, publishers, and advocates to explore the latest trends and innovations redefining partnership marketing. With over 300 attendees expected, iPX London 2025 offers an invaluable platform for industry leaders to connect, share insights, and collaborate in an era where 89% of consumers trust personal recommendations more than any other advertising channel.

Against a backdrop of widespread advertising fatigue, partnership marketing is emerging as a vital driver of brand engagement and growth. As consumers increasingly seek authentic, trust-based relationships with brands, traditional advertising routes are proving less effective and more costly. Owen Hancock, RVP of Marketing at Impact.com, highlighted this shift, noting that companies continuing to invest heavily in traditional advertising are facing diminishing returns. Instead, brands turning to partnership marketing to acquire, retain, and nurture customers are finding remarkable results that extend beyond simple transactional relationships. Partnerships, he argued, are not merely another marketing tactic—they are the future of marketing.

A highlight of the iPX London event will be a keynote presentation by Nathalie Nahai, a renowned speaker, best-selling author, and expert in the intersection of psychology, technology, and AI. Her talk, titled "Trust, Connection and Agency in the Age of AI," will delve into how consumers differentiate fact from fiction amidst rising automated interactions, and how brands can foster genuine connections to earn consumer trust in this rapidly evolving landscape. This keynote underscores the event’s focus on trust and authenticity, key pillars on which successful partnership marketing now rests.

Beyond the keynote, Impact.com will showcase its latest technological advances and product roadmap during an exclusive session led by Principal Growth Product Manager, Alex Springer. This deep dive into the platform’s newest features promises to equip attendees with the tools needed to leverage emerging trends in partnership management effectively.

A key discussion panel will examine the transformative impact of retail media networks on the digital marketing ecosystem. Experts from leading organisations such as Hello Fresh, Dentsu, and Brand Swap will share insights on what retail media networks are, why they have become crucial players, and how retailers can launch and scale their own networks. This session will also highlight opportunities for creators, affiliates, and publishers to integrate with these networks, converting audience trust and content influence into measurable retail outcomes.

Additional sessions will focus on the metrics and measurement of affiliate marketing’s impact, featuring companies like Affiverse, Skyscanner, and Swarovski. Meanwhile, Preply will explore the long-term advantages of sustained collaborations with content creators for enhancing performance marketing efforts.

The London edition is part of a global series of iPX events hosted by Impact.com throughout 2025. The flagship event takes place in Austin, Texas, from June 9-11, which will include special features such as a fireside chat with James Clear, the best-selling author of "Atomic Habits," focusing on habit formation’s role in marketing and productivity. Other events are scheduled for China and Sydney in September, reflecting Impact.com's commitment to fostering global dialogue and innovation within the partnership economy.

As brands navigate an age where consumer trust and authentic engagement are paramount, events like iPX 2025 underscore the growing recognition that partner-led marketing strategies are central to building thriving communities and driving sustainable business growth. The Impact.com platform and its industry gatherings continue to provide a critical nexus for knowledge exchange and strategic partnership development in this dynamic field.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.martechoutlook.com/news/impactcom-announces-2025-uk-partnerships-experience-event-ipx-london-2025-nid-3875.html), [[2]](https://impact.com/events/ipx-london/), [[5]](https://app.qwoted.com/opportunities/event-ipx-2025-london)
* Paragraph 2 – [[1]](https://www.martechoutlook.com/news/impactcom-announces-2025-uk-partnerships-experience-event-ipx-london-2025-nid-3875.html), [[4]](https://www.marcommnews.com/impact-com-announces-continued-growth-in-q1-2025-driven-by-increasing-awareness-that-partner-led-marketing-is-helping-brands-build-trusting-authentic-communities-that-propel-performance/)
* Paragraph 3 – [[1]](https://www.martechoutlook.com/news/impactcom-announces-2025-uk-partnerships-experience-event-ipx-london-2025-nid-3875.html), [[4]](https://www.marcommnews.com/impact-com-announces-continued-growth-in-q1-2025-driven-by-increasing-awareness-that-partner-led-marketing-is-helping-brands-build-trusting-authentic-communities-that-propel-performance/)
* Paragraph 4 – [[1]](https://www.martechoutlook.com/news/impactcom-announces-2025-uk-partnerships-experience-event-ipx-london-2025-nid-3875.html)
* Paragraph 5 – [[1]](https://www.martechoutlook.com/news/impactcom-announces-2025-uk-partnerships-experience-event-ipx-london-2025-nid-3875.html)
* Paragraph 6 – [[1]](https://www.martechoutlook.com/news/impactcom-announces-2025-uk-partnerships-experience-event-ipx-london-2025-nid-3875.html)
* Paragraph 7 – [[1]](https://www.martechoutlook.com/news/impactcom-announces-2025-uk-partnerships-experience-event-ipx-london-2025-nid-3875.html), [[3]](https://www.shapinginfluence.com/news/2025/04/15/10177657.htm), [[7]](https://www.martechoutlook.com/news/impactcom-announces-2025-flagship-partnerships-experience-event-ipx-bringing-together-partnership-economy-leaders-and-decision-makers-and-featuring-bestselling-author-james-clear--nid-3788.html)

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## Bibliography

1. <https://www.martechoutlook.com/news/impactcom-announces-2025-uk-partnerships-experience-event-ipx-london-2025-nid-3875.html> - Please view link - unable to able to access data
2. <https://impact.com/events/ipx-london/> - Impact.com is hosting its annual Partnerships Experience event (iPX) in London on 25th June 2025 at the Science Museum. This one-day event aims to bring together leaders in the partnership economy to connect, innovate, and drive business growth. Attendees can expect networking opportunities with industry pioneers, insights from visionary speakers, and interactive showcases of cutting-edge technology and strategies. The event is set to accommodate over 300 attendees, offering a platform for brands, affiliates, publishers, tech partners, and agency partners to collaborate and share knowledge.
3. <https://www.shapinginfluence.com/news/2025/04/15/10177657.htm> - Impact.com has announced its flagship Partnerships Experience event (iPX) for 2025, scheduled for June 9-11 in Austin, Texas. The three-day event will bring together stakeholders from the partnership economy, including brands, creators, publishers, agencies, and other industry partners, to exchange ideas for partnership-led growth. A highlight of the event is a fireside chat with James Clear, author of the bestselling book 'Atomic Habits', who will discuss the science of habit formation and its applications in performance marketing and personal productivity.
4. <https://www.marcommnews.com/impact-com-announces-continued-growth-in-q1-2025-driven-by-increasing-awareness-that-partner-led-marketing-is-helping-brands-build-trusting-authentic-communities-that-propel-performance/> - Impact.com has reported continued growth in Q1 2025, driven by the increasing recognition that partner-led marketing is helping brands build trusting and authentic communities that enhance performance. The company has announced the return of its Partnerships Experience event (iPX) on 25th June at the Science Museum in London. The event will feature Nathalie Nahai, a leading expert in technology, psychology, and AI, who will deliver a keynote presentation on trust, connection, and agency in the age of AI.
5. <https://app.qwoted.com/opportunities/event-ipx-2025-london> - The iPX 2025 event, organised by impact.com, is scheduled for 25th June 2025 at the Science Museum in London. This one-day event aims to bring together visionaries of the partnership economy to innovate, connect, and propel business growth. Attendees can look forward to unparalleled networking opportunities, exclusive industry insights from keynote speakers, and an innovation showcase featuring the latest partnership technologies and strategies. The Science Museum's world-class collections will provide a unique backdrop for the event.
6. <https://www.globenewswire.com/en/news-release/2024/05/22/2886504/0/en/impact-com-Announces-2024-Partnerships-Experience-Event-to-Bring-Together-Brands-Publishers-Creators-and-Agencies-to-Exchange-Ideas-for-Business-Growth.html> - Impact.com has announced its flagship Partnerships Experience event (iPX) for 2024, scheduled for June 17-18 at Pier Sixty, Chelsea Piers in New York City. The two-day event will feature brands such as The Home Depot, TikTok, Hello Sunshine, and Uber. Attendees will have the opportunity to engage in multiple sessions on topics like the reconfigured marketing funnel, the convergence of affiliate and influencer marketing, and the role of GenAI in scaling partnerships. The event aims to enable all players in the partnership economy to collaborate and exchange ideas to drive measurable business results.
7. <https://www.martechoutlook.com/news/impactcom-announces-2025-flagship-partnerships-experience-event-ipx-bringing-together-partnership-economy-leaders-and-decision-makers-and-featuring-bestselling-author-james-clear--nid-3788.html> - Impact.com has announced its flagship Partnerships Experience event (iPX) for 2025, scheduled for June 9-11 in Austin, Texas. The three-day event will bring together stakeholders from the partnership economy, including brands, creators, publishers, agencies, and other industry partners, to exchange ideas for partnership-led growth. A highlight of the event is a fireside chat with James Clear, author of the bestselling book 'Atomic Habits', who will discuss the science of habit formation and its applications in performance marketing and personal productivity.