# impact.com to spotlight retail media and AI trust at iPX London 2025



impact.com, a leading commerce partnership marketing platform, is set to host the UK edition of its Partnerships Experience event (iPX) on 25th June 2025 in London. This event will gather over 300 attendees, including prominent brands, influencers, publishers, creators, affiliates, and advocates, to explore the transformative trends shaping partnership marketing. Positioned as a vital forum in an era where 89% of consumers trust personal recommendations more than traditional advertising, iPX London 2025 aims to highlight how partnerships are becoming central to modern marketing strategies.

In an age marked by growing advertising fatigue, brands are increasingly recognising the limitations of conventional advertising and turning towards partnerships for authentic customer engagement. Impact.com emphasises that partnerships are not merely a marketing tactic but the future of marketing itself, enabling brands to build trust, scale customer acquisition, and drive significant revenue. The event will provide insights into how brands can leverage partnership marketing to navigate a landscape where consumer relationships and authenticity are paramount.

A highlight of the conference will be a keynote presentation by Nathalie Nahai, an acclaimed speaker, best-selling author, and podcast host. Her talk, titled ‘Trust Connection and Agency in the age of AI,’ will delve into how consumers separate fact from fiction amid the rise of automated interactions. Nahai will discuss strategies brands can adopt to earn trust and foster genuine connections, amidst the challenges posed by synthetic relationships in a digital economy.

Delegates will also gain exclusive access to the latest developments in the impact.com platform through a product roadmap session led by Principal Growth Product Manager Alex Springer. This unveiling will showcase new features designed to enhance partnership management and expand the platform’s capabilities over the coming year.

Retail media networks, a fast-emerging force in digital marketing, will be another focal topic. Experts from Hello Fresh, Dentsu, and Brand Swap will share perspectives on how these networks are reshaping marketing strategies. The discussion will cover how retailers can successfully establish and grow their own media networks with platform support while enabling creators, affiliates, and publishers to convert audience trust into tangible retail impact.

Furthermore, representatives from Affiverse, Skyscanner, and Swarovski will contribute insights into measuring and reporting affiliate marketing's impact accurately. Additionally, Preply will explore how sustained collaborations with content creators can significantly enhance performance marketing outcomes.

This London event is one of four global iPX editions hosted by impact.com in 2025, following the flagship event in Austin, Texas, and upcoming editions in China and Sydney. With its comprehensive agenda and high-profile speakers, iPX London promises to be a key gathering for professionals engaged in the evolving partnership economy, offering unparalleled networking and learning opportunities.

impact.com brands itself as the world’s foremost commerce partnership marketing platform, facilitating the discovery, management, and scaling of partnerships across the customer journey. Its platform integrates affiliates, influencers, content publishers, brand ambassadors, and customer advocates into a unified system aimed at driving authentic, performance-based growth. More than 4,500 global brands, including household names such as Uber, Shopify, and L’Oréal, rely on impact.com for managing over 225,000 partnerships worldwide.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/), [[2]](https://impact.com/events/ipx-london/), [[6]](https://www.statista.com/statistics/273476/trust-in-advertising-channels-in-the-united-states/)
* Paragraph 2 – [[1]](https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/), [[5]](https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/), [[6]](https://www.statista.com/statistics/273476/trust-in-advertising-channels-in-the-united-states/)
* Paragraph 3 – [[1]](https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/), [[5]](https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/), [[7]](https://www.nathalienahai.com/)
* Paragraph 4 – [[1]](https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/), [[5]](https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/)
* Paragraph 5 – [[1]](https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/), [[5]](https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/)
* Paragraph 6 – [[1]](https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/), [[5]](https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/)
* Paragraph 7 – [[1]](https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/), [[5]](https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/), [[3]](https://www.inpublishing.co.uk/articles/impactcom-announces-partnerships-experience-event-ipx-20754), [[4]](https://www.martechcube.com/impact-com-announces-partnerships-experience-event-ipx/)
* Paragraph 8 – [[1]](https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/)

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## Bibliography

1. <https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/> - Please view link - unable to able to access data
2. <https://impact.com/events/ipx-london/> - Impact.com is hosting its annual flagship event, iPX25, on 25th June 2025 in London. The event aims to bring together over 300 attendees, including leading brands, affiliates, publishers, tech partners, and agency partners. Attendees can expect a day filled with networking opportunities, inspiring sessions, and discussions on the latest trends in partnership marketing. Early bird tickets are available for purchase, and the event promises to be a significant gathering for professionals in the partnership economy.
3. <https://www.inpublishing.co.uk/articles/impactcom-announces-partnerships-experience-event-ipx-20754> - Impact.com has announced its Partnerships Experience Event, iPX, set to take place on 25th June 2025 in London. The event will convene publishers, influencers, creators, affiliates, advertisers, and channel partners to discuss the future of brand and creator partnerships. Attendees will have the opportunity to engage in sessions on leveraging brand-to-brand partnerships, discovering ideal customer profiles, and participate in a partnership essentials workshop. The event will also feature a fireside chat with Trevor Noah, comedian and host of The Daily Show.
4. <https://www.martechcube.com/impact-com-announces-partnerships-experience-event-ipx/> - Impact.com has announced its Partnerships Experience Event, iPX, scheduled for 25th June 2025 in London. The event aims to bring together industry leaders from the partnership economy to explore the future of brand and creator partnerships. Discussions will be led by influencers like Chloe Wen and business leaders from companies such as BuzzFeed, Consumer Reports, Foot Locker, Parker Clay, and MyRegistry.com. Attendees can choose from multiple sessions on topics including leveraging brand-to-brand partnerships and discovering ideal customer profiles.
5. <https://www.londondaily.news/impact-com-announces-2025-uk-partnerships-experience-event-ipx-london-2025/> - Impact.com has announced the UK edition of its Partnerships Experience event (iPX), taking place on 25th June 2025 in London. The event aims to bring together brands, influencers, publishers, and advocates to discuss key trends in partnership marketing. Renowned speaker Nathalie Nahai will deliver a keynote presentation titled 'Trust Connection and Agency in the age of AI'. The event will also feature a product roadmap session and discussions on how retail media networks are reshaping the digital marketing landscape.
6. <https://www.statista.com/statistics/273476/trust-in-advertising-channels-in-the-united-states/> - According to Statista, 89% of people trust personal recommendations over any other advertising channel. This statistic underscores the growing importance of partnership marketing, as brands seek to engage with consumers through authentic and trusted relationships. The high level of trust in personal recommendations highlights the effectiveness of partnerships in building consumer confidence and driving business growth.
7. <https://www.nathalienahai.com/> - Nathalie Nahai is a renowned speaker, lecturer, best-selling author, and podcast host. She is scheduled to deliver a keynote presentation titled 'Trust Connection and Agency in the age of AI' at the iPX London 2025 event. In her presentation, Nahai will explore how consumers discern fact from fiction in an era of automated interactions and discuss how brands can earn trust and prioritise real connections with their customers while navigating the challenges of synthetic relationships.