

# Driving Thru-Partner Marketing Globally



## THE PROBLEM

Our client struggled to enable partners to drive demand generation for their brand. They had limited partner planning & execution support in region.

## THE IMPACT

Partners were not engaging with campaigns despite funding being available. Partners who did engage had difficulties and were slow to execute, and there was no process to gather and share visibility to campaign outcomes and ROI.

## OUR VALUE

The Channel Company helped understand the addressable market, developed marketing campaigns for partners based on their capability and engagement and drove lead generation.

- Top 50 partners prioritized per region (out of 6,000+)
- Targeted regional marketing campaigns on offer
- \$500k attributed to partner campaigns
- Average SQL per partner/campaign X8



*“This would not be possible without the support from global and our channel and field marketing leaders, The Channel Company and our partners to drive alignment and agreement. [...]”*

*I would like to thank those involved and your 100% commitment to make great outcomes is truly commendable.”*