

# Expanding Business Into New Industries

Our goal was to extend client business in the SMB and Government/Education space, and focus on sales for server, storage, and networking.



**\$14.9M**

Attributable Closed Sales

## Solution

The vendor provided a list of 1,507 partners and Extu onboarded 436 partners. We worked with the partners to upload their customer list to a secure site and individual campaigns were built for each of those partners. Extu sent 1,685 emails with a total reach of 2.3M.

### Results

**777**

Leads Generated

**\$14.9M**

Attributable closed sales

**\$10.8M**

Attributable closed server sales