



Vendor Pilot Program Focuses on Mid-Market Space

Extu's goal was to create a pilot program to grow vendor's business in the mid-market space by \$4.8M (8:1 ROI) in closed/directly attributable sales. The focus was on server, storage, and networking equipment sales.

534
Active Partners

Solution

Vendor provided initial partner list of 1,400 partners, of which Extu on-boarded -1,000. We worked with the partners to upload their customer lists to a secure site. Extu built individual campaigns for each of these partners and facilitated monthly email/landing page deployment. We used a combination of digital and traditional activities to drive leads for partners.

Results

\$9.1M

Attributable closed sales

534

Active Partners

2.6M

Total Reach

\$3.1M

Server/Storage/Networking Sales