



# How do Partners Adapt to Rough Economic Climates?

## They Make Lemonade

Even in the toughest of times, channel partners who are engaged in our program find stability and consistent engagement with an audience, and continue to increase their brand awareness and market share.

According to the partner data from one of our clients, continued investment in through-channel marketing programs during unpredictable economic climates is paramount to partners' stability. The data showed that in Q1 of 2020, partners that had joined the Extu program saw more consistency and market share than those who were not on our program. When businesses encounter difficult times, marketing budget is usually an early cut. As a result of our client's consistent support in their partners, those partners were able to weather the storm, continue engaging with their customers, and see a less severe impact on their sales as a result.

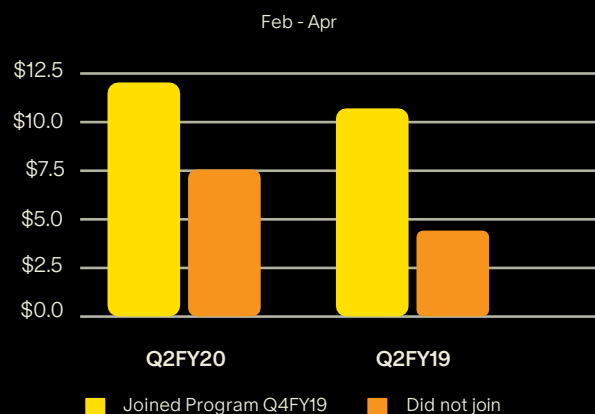
Partners on the program experienced a decrease in sales of...

**11.4%**

Non-participating partners experienced a decrease in sales of...

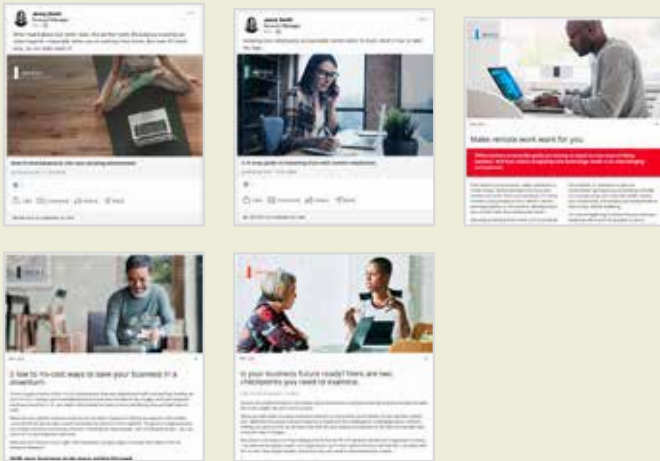
**43%**

Channel Partners' Revenue Comparison, Q2 YoY



# Our Program Provides Stability, Flexibility and Consistency

In addition to more stability, channel partners on our program were **delighted** by their ability to easily send topical, highly-relevant content to their prospects.



Scalable through-channel marketing programs, amplifying growth for brands & partners

Our unique combination of technology, people, data and services drive more than **8%** monthly partner participation and **22:1 ROI** on attributable sales. This also enables us to provide valuable end-user and partner insights to you.

Our multi-platform marketing campaigns feature world-class industry and product content to engage with channels; partners' audience, showcasing their expertise and keeping them top of mind

“I was drowning in my ability to provide digital marketing for the company. After COVID-19 hit it got worse, then I got a call from Extu. It was an answered prayer for us, I didn't even know a program like this existed.

- Kim Campbell from  
**Bithgroup Technologies**

“I have had great success with the custom content feature. We have been keeping in close touch with our customers after COVID-19 through webinars, letters, and work from home articles. Thank you for supporting us, we think this program is great!

- Paul Reckas from  
**BlueBird IT**

“Our tech services skyrocketed after the quarantine, we were able to optimize our reach to the public with the Extu custom content tool. This program rocks and we look forward to the continued support.

- Steven Church from  
**Cobalt Computer Services Inc.**