



Increase in Pipeline Growth in 8 Months

A leading IT distributor and solutions aggregator partnered with Extu to better market to the EDU sector of their channel. With Extu's through-channel marketing (TCM) technology and services, the distributor was able to provide marketing collateral for partners to promote and acquire new EDU leads in just 8 months!

\$75M
Pipeline Growth

Solution

Extu's TCM programs are effective because they have more than technology going for them. We provide technology alongside campaign data and content marketing services so you can not only drive better results from your marketing with high-quality and professionally-written content, but prove the sales revenue directly attributable to your marketing efforts.

