



Global IT Brand Succeeds with Tier 2 Channel Partners

32:1
Annual ROI

Extu's priority was to accelerate growth from emerging Tier-2 VARs. VARs were not utilizing existing through-channel, self-serve platforms as they had little-to-no in-house marketing resource.

Solution

- Extu runs monthly digital marketing campaigns for these emerging VARs.
- Focus on making it easy = 70% of partners send digital campaigns every month, higher than any other program.
- Extremely strong database (customer) engagement, 5 times industry benchmark*
- Successful program scaling with 300 partners on the program

Results

\$41M

2017 Attributable closed sales

300

Active Partners

200k

Monthly Reach

32:1

Annual ROI

* Client achieved campaign click-through rates consistently above 13%, Industry benchmark =2.16%