



POWERING UP YOUR CHANNEL FOR MAXIMUM GROWTH



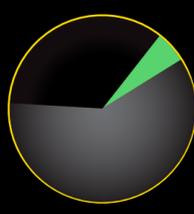
Bad Data Is Kryptonite It's Holding You Back!

Every hero has an enemy. For manufacturers selling through a distribution channel, it's bad data.

Without clean, structured data, your marketing, sales, and finance teams are like superheroes without their powers.



On average, businesses lose **15-25% of their revenue** every year because of poor data. ¹



91% of CRM data is incomplete, and **70%** of it decays annually. ³



Companies suffer **\$15 million** in yearly losses from bad data. ²

Your Data Superpowers –Unleashed

To become data-powered superheroes, companies need the right tools and strategies.

REFERRED CUSTOMERS BUY 30-51% MORE THAN OTHER CUSTOMERS. ⁶

OPEN RATES FOR REWARDS-RELATED EMAILS CAN BE UP TO 2X HIGHER THAN INDUSTRY BENCHMARKS. ^{4,5}

Channel Partners, Assemble!

Offer a partner rewards program that yields points, cash rewards, or exclusive perks in exchange for submitted invoices, registrations, and end-user details.

Ask for data when you send communication related to your rewards program.

Reward customers for referrals.

Defeat Data Inconsistencies!

Integrate data shared between sales and marketing software.

Standardize names for all data (ex. choose "leads" or "conversions," "clients" or "accounts") department

Identify a single source of truth for all data—CRMs, ERPs, incentive programs,

LARGE COMPANIES (>20K EMPLOYEES) USE AN AVERAGE OF 367 SOFTWARE SYSTEMS. ⁷



Activate Auto-Clean Mode!

Use AI-powered tools to clean and validate data in real-time.

Set up automatic reminders to keep partner records updated.

Leverage smart image recognition for faster invoice and warranty submissions.

Final Form — Reaching Full Power!

When you defeat bad data practices and unleash the full power of insightful channel data, your sales and marketing teams will be unstoppable!

Faster, Smarter Sales Decisions!
No more guessing, real-time partner data fuels accurate forecasting.

Higher Marketing ROI!
Highly targeted, personalized campaigns that increase engagement and conversions.

Stronger Partner Relationships!
Better data allows you to better enable and communicate with your channel partners.

Higher Revenue & Efficiency!
Eliminating bad data increases operational performance.

Ready to Unlock Your Data Superpowers?

Don't let bad data weaken your business. **Contact Extu to power up** your channel marketing strategy!

1. <https://sloanreview.mit.edu/article/seizing-opportunity-in-data-quality/>
 2. <https://www.forbes.com/councils/forbestechcouncil/2021/10/14/flying-blind-how-bad-data-undermines-business/>
 3. https://www.dnb.co.uk/content/dam/english/business-trends/DNB_Creativeux_1152_Data_Com_Brochure_UKnl.pdf
 4. <https://extu.com/resource/circle-of-excellence-award-2019/>
 5. <https://mailchimp.com/resources/email-marketing-benchmarks/>
 6. <https://hbr.org/2024/06/research-customer-referrals-are-contagious>
 7. <https://www.airtable.com/lp/resources/reports/crisis-of-the-fractured-organization>