

The Power of Control: Rescue Your Channel from Data Chaos

The Villain: Data Chaos

60%

of marketers say that improving data quality is their top challenge.¹

Without connected systems, your partner and marketing data are trapped in silos, giving chaos the upper hand.



The Villain's Weapon: Retention and Attribution Blind Spots



The chances of selling to an existing customer are

60-70%

but only

5-20%

for a new prospect.²

Most leaders can't attribute partner and marketing actions to retention or upsell. That means the easiest wins are ignored.

The Challenge: Partial Vision

Measuring marketing ROI/attribution is

#2 of marketers' top 5 challenges.³

Narrow attribution hides the true value of partners and campaigns, weakening the hero's ability to defend budget and act strategically.



The Transformation: Super Tools Activated



All-in-One Channel System



One system to track and manage incentives and marketing in real time



Single sign-on for partners to access all your resources and rewards



Streamlined deal and pipeline visibility

Data Standardization



A data quality platform to standardize channel data input across your tech stack



Data cleaning and deduplication tools



Automated data cleaning routines to prevent inaccuracies

Automation & AI



Automatically triggered notifications and onboarding sequences



Automated lead-scoring based on behavior and qualities



Behavior and preference analysis to deliver more personalized content

Omnichannel, Multi-Touch Marketing



Full, omnichannel campaigns partners can send instantly



AI generated volume and consistency with human-in-the-loop quality control



Relevant thought leadership and industry insights

Full Attribution



1st party: your own channels, direct user engagement



2nd party: partner data, co-branded campaigns & syndication



3rd party: external aggregators, intent data, behavior signals

The Good Ending: Superhero-Tier Channel Marketing



Turn data chaos into predictable growth. The Partner Experience Platform unites marketing and incentives in one place, standardizes your data, automates busywork, keeps your message consistent, and gives you the attribution you need to defend and grow your budget.

Ready to become the hero your revenue needs?

Check out the Partner Experience Platform →