

# Building a Fully Controlled Channel: Unleash Your Superpowers

B2B e-commerce in the US is expected to reach a \$3T volume by 2027<sup>1</sup>. But too many sales & marketing leaders are leaving money on the table while they're busy fighting data silos, lacking channel insights, and imprecise campaigns & promotions.

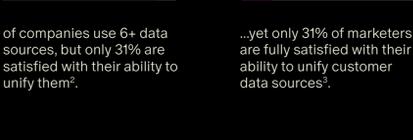
It's time to step into your hero's journey, unlock your channel superpowers, and achieve the power of control.



## IN A CITY WHERE CHANNEL DATA IS OUT OF CONTROL ...



Lack of unity creates chaos.



95% of companies use 6+ data sources, but only 31% are satisfied with their ability to unify them<sup>2</sup>.

31% ...yet only 31% of marketers are fully satisfied with their ability to unify customer data sources<sup>3</sup>.

## Too much focus on customer acquisition causes chaos.

Customer acquisition is **5-25x** more expensive than retention<sup>4</sup>. Business from existing customers makes up over **75%** of the average B2B revenue stream<sup>5</sup>.

Still, **3 in 5** marketers allocate most of their budget to acquiring new business vs. 40% to retention<sup>6</sup>.



## WITHOUT CONTROL, CHAOS WINS



Control starts with investing in your surest source of revenue growth: **existing customers.**

## The Business Case for Control

Better data = better outcomes

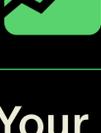
Marketers confident in their data strategy are more likely to report revenue increases (46% vs. 15%)<sup>7</sup>.



Advanced, insights-driven firms are

**5x**

as likely to grow revenue by over 20%<sup>8</sup>.



Data confidence isn't a vibe, it's a **revenue driver.**

## Your Four Control Superpowers

### X-Ray Vision into Data



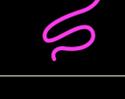
#### Create a single customer data layer.

Pipe CRM, PRM, marketing automation, ecommerce/POS, and incentive logs into a single sign-on (SSO) system.



#### Keep clean partner data.

Enforce unique partner/end-buyer ID codes, normalize domains (ie use acme.com, not eu.acme.com or acme.co.uk unless those are distinct legal entities) and dedupe contacts to stitch journeys across systems.



#### Track every key step automatically.

Use tagged links and simple form fields in your portal/CRM so deal regs, demos, quotes, trainings, and promo redemptions are recorded with date, partner/account, and source.



#### Close the loop.

Sync results into CRM/PRM with built-in integrations; write campaign/partner IDs and influenced pipeline onto the lead/opportunity so sales and partners see it where they work.



### Super-Speed Partner Marketing



#### Create launch-ready playbooks.

Publish pre-approved, co-brandable campaigns (email, landing page, ads, social, webinar kits) in a partner portal with localization capabilities.



#### Syndicate content.

Auto-sync product pages, case studies, and promotions to partner microsites and marketplaces with built-in compliance checks.



#### Offer MDFs-in-a-box.

Pre-package each MDF campaign with budget tiers, eligible tactics, and prefilled forms; auto-route approvals with SLAs and templates.



#### Practice always-on nurturing.

Trigger partner-led sequences when end-buyers hit buying signals (pricing triggers, spec downloads, re-engagement) so partners act immediately.

### Incentive Recognition Forcefield



#### Offer behavior-based rewards.

Reward partners for high-impact actions (deal quality, warranty registrations, demos, POE upload, certification, net-new logos).



#### Apply tiered goals and leaderboards.

Show partners' progression to next tier or goal completion in a live dashboard; celebrate weekly wins to drive momentum and social proof.



#### Use proof-of-activity verification.

Require lightweight evidence (screenshot, URL, attendance log) for rewards; auto-approve with spot checks.



#### Provide flexible redemption options.

Offer curated merchandise, experiences, travel, and learning credits; optimize for what actually motivates partner.



### Predictive Foresight



#### Use lead-scoring and intent data.

Use a lead-scoring system to determine likelihood to convert according to behaviors and attributes; surface verticals or regions with partner coverage gaps.



#### Use intent action triggers.

Alert the right rep/partner when a buyer hits intent thresholds (repeat visits, pricing checks, cart exits, BOM changes).



#### Check data and forecast quality.

Compare partner-submitted pipelines vs. actuals; flag slippage, velocity drops, and anomalies for intervention.



#### Get proactive about partner enablement.

Predict partner enablement needs (training, SE support, inventory) ahead of launches to avoid stockouts and stalled deals.

## The Final Form: A Fully Controlled Channel

**WITH THE CHANNEL UNDER CONTROL, IT'S TIME TO MOVE ON TO NEW INSIGHTS AND INNOVATIONS. UNTIL NEXT TIME...**



## Ready to take control of your channel?

Extu helps you tap into your super strength.