

Partner Discovery Return on Investment

a Case Study with PartnerOptimizer, Inc.

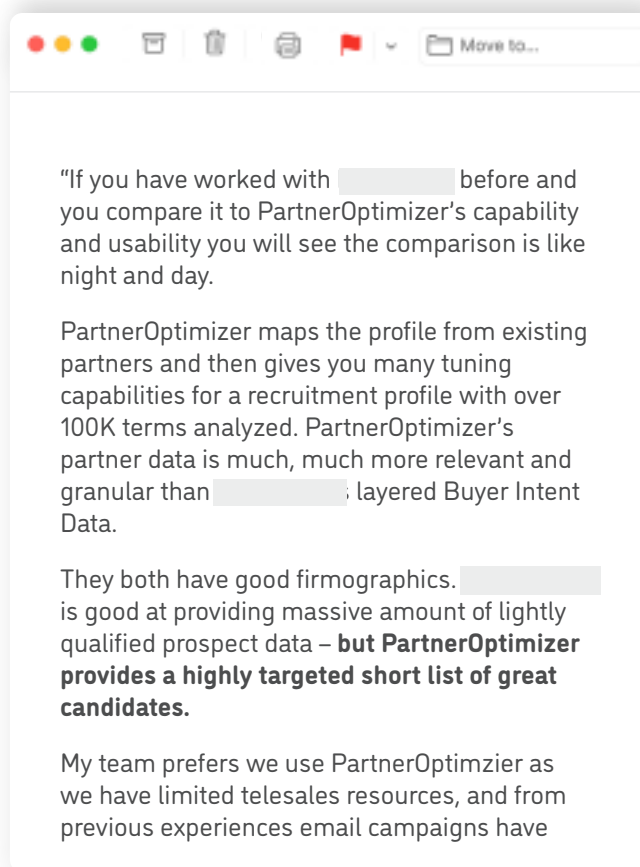
OVERVIEW

A senior channel executive leader (“Channel Chief”) at a multi-billion-dollar B2B IT distributor who has 30+ years of professional experience in channel marketing, recruitment, sales and enablement shared this email to their CMO. This was their experience evaluating **PartnerOptimizer, Inc.** platform before the organization became a customer across the company:

The email to the CMO:



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PartnerOptimizer Value Summarized

That well-known solution cost **567% more** than PartnerOptimizer platform and required **5X more** time up front for the partner discovery process.

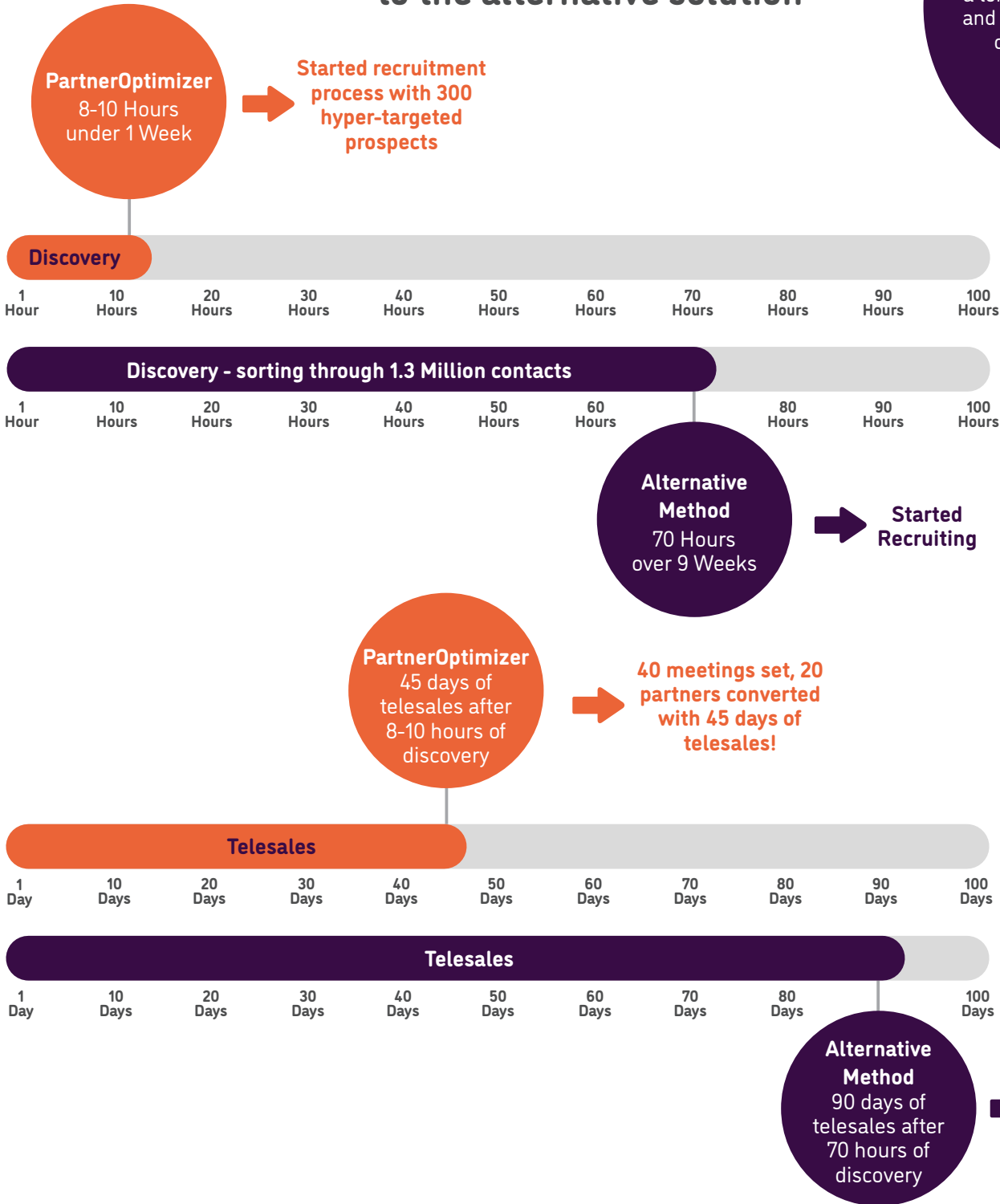
Moreover, the cost per partner recruit with PartnerOptimizer was **25% below** the Channel Chief and Suppliers targeted investment threshold per net new partner.



ROI Comparison of PartnerOptimizer to the alternative solution

"PartnerOptimizer has reduced our time to identify the right partners, saved us a ton of time and resources... and has significantly reduced our time to get a good partner closed."

—R.S., A Global Channel Marketing Chief



About PartnerOptimizer, Inc.

B2B Technology Channel teams need a software platform that can help them quickly identify the best-fit partners for their programs, so they can effectively recruit, engage, and activate partner prospects and optimize their channel.

PartnerOptimizer offers the only data-driven approach that provides channel specific data to identify new partner prospects, evaluate current partners, and inform channel program strategy. PartnerOptimizer wants to help channel teams grow in the best way possible by reducing recruitment time, informing engagement strategies, and increasing channel activation.

Get started

To request a demo, visit partneroptimizer.com. To speak with a PartnerOptimizer representative directly call us at **800-748-7650**.