

TECHNOLOGY CASE STUDY

Robust Channel Enablement and a Centralized Partner Data Hub Increased Reseller ROI by 3x

Challenge

A multinational information technology company selling both hardware and software components needed a scalable program to push a unique product cross-sell segment. Distribution partners did not have the time or expertise to focus on pushing specific product SKUs; at the same time, partners were unwilling to share data, fearing loss of their unique advantage. A scalable program was necessary to connect 100s of resellers, 1000s of SKUs, and dollars spent through a robust platform.

Solution

MarketBridge developed the quid pro quo and guardrails to a unique collaborative channel marketing program. Both a program that would establish a close marketing relationship with end customers, while reassuring valued partners that their proprietary data and strategy would not be breached or shared. Serving as the trusted repository for data, MarketBridge could identify high potential opportunities needing marketing intervention across retention and upsell, for execution by partner marketing teams. Shared benchmarking and best practices across partners allowed for a collaborative identification of improvement areas.

Propensity triggers identified with likelihood of retention or upsell



— (Indicators of Riskiness)		+ (Indicators of Loyalty)	
Indicator	Strength	Indicator	Strength
Low Dotcom Usage	High (-1.35 ¹)	Dotcom Gradual Movers	High (1.29 ¹)
High % of units bought are ink	High (-1.28 ¹²)	Low Volatility in Total Units	High (0.83 ¹)
High # Returns in Last 6 months	High (-0.98 ¹)	High Average # Units/Txn	Medium (0.18 ²)
High Coupon Usage	Medium (-0.28 ²)	High # Txns last 12 months	Medium (0.08 ²)
New Customer (Last 3 months)	Medium (-0.26 ¹)	New customers with high rev	Low (0.0004 ¹)
Average revenue / txn < \$20	Medium (-0.22 ³)	High revenue in last 3 months	Low (0.0002 ²)

Results

Expansive Business Implementation

Almost 15% of total U.S. sales flow through the program, collecting sell-through data for more than 450,000 end customers.

Exponential ROI

Increase in ROI with top resellers engaged in the program and sharing data.

3x ROI

Informed Business Decisions

The program's analytics informed all aspects of this Fortune 1000's product segment decisions, from promotions to product design to pricing to channel management