

# TOP 10 REASONS WHY IMPARTNER GROWS CHANNEL REVENUE

In a global customer survey, Impartner's customers report an average **channel revenue increase of 32.3%** within the first year of deploying our platform. Here's how:

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## Automated Partner Recruitment & Onboarding

45% increase seen in recruitment ability.  
More partners = more revenue streams

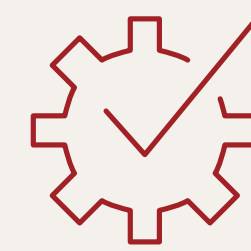
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## Optimized Training and Enablement

75% see an increase in ability to scale.  
Trained partners = effective partners

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## Better Deal Registration

80% reduction in channel conflict with faster, same-day deal reg approvals.

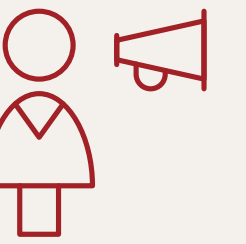
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## Clear Performance Tracking

50% increase in CAM's ability to meet quota. Don't track = won't achieve

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## Valuable Marketing & Communications

Increase open rates by 30-50%. Own your targeted channel communications.

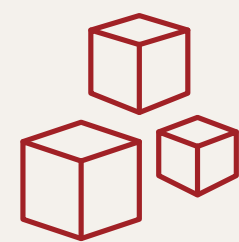
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## Increased Engagement

41% increase in partner engagement.  
Targeted content = more mindshare

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## More Valuable Use of Your Resources

29% decrease in administrative costs.  
Automation = fewer resources

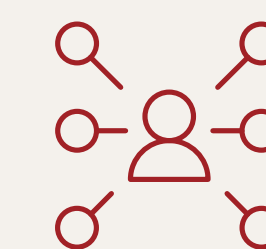
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## Building Partner Loyalty

78% say our PRM gives them a competitive advantage.  
World-class tools = value = loyalty

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## Capturing the "Shadow Channel"

30% revenue increase through better referral management.

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## Channel Experts that Guide Your Program Upward

Experienced, in-house team guides with channel best practices.