

The Referral Partner Conversion Flow

These active partners produce
4.6
referral leads per year

69%
of partners are actively making referrals

Previously successful partners produced
6.7
referral leads per year

45%
make 1 referral

47%
make 2-10 referrals

8%
make 11+ referrals

Average lead to deal conversion rate
31%

+10%
With sales involvement

Resulting in
1
new deal
per partner per year

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Methodology: In order to learn more about the outcomes of business partner referral programs, the 2016 data from the partner referral programs run on Amplifinity's referral platform were analyzed. Data analysis was performed by third party contractor, Brian Schmotzer, MS in Statistics.



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