eTrigue

Scale Partner Marketing and Close More Opportunities

Insights Partner Marketing

Introduction:

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eTrigue Expertise

eTrigue Lead Accelerator delivers turnkey, Insights-driven direct and channel partner marketing campaigns at scale.

- Turnkey Marketing Campaigns
- Rapid Go-Live, 7–10 days to MQL
- Supporting 93 countries, 21 languages
- HQ: Silicon Valley

Clients:

shopify
aws
ANTHROP\C
Red Hat
paloalto NETWORKS
NVIDIA
SAP
RingCentral
Microsoft
Castrol
NetApp
CHECK POINT
NUTANIX
Hitachi Vantara
AUTOMATION ANYWHERE
Google Cloud

If you don't market for your partners, it just won't happen. Most don't have the time or the skills to drive demand or maintain your brand.

Jay McBain
Chief Analyst, Omdia

eTrigue Solves the Channel Partner Marketing Problem

Partners don't have time/resources to implement DIY

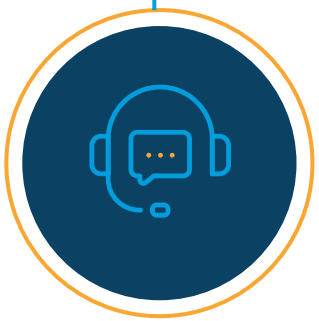
Sales Reps not prepared for engaging follow up

Stakeholders lack visibility

Generic messaging sent to all prospects

Low response rates to marketing outreach tactics

Lead Accelerator Partner Marketing



eTrigue creates turnkey digital marketing programs at scale, requiring minimal Partner lift

Lead & Company Insights

eTrigue real-time Lead & Company Insights – background, skill levels, social, company and news, engagement history and call guides for meaningful follow-up

eTrigue provides robust reporting on engagement and individual sales rep responsiveness, capturing lead actions and pipeline opportunities

eTrigue Insights Messaging

eTrigue Insights Messaging - 1:1 Contextual Relevance, unique messaging based on prospect background, role, industry and company challenges

eTrigue Contextual Relevance = higher engagement rates, higher conversion

Channel Lead Accelerator Program with “Insights”

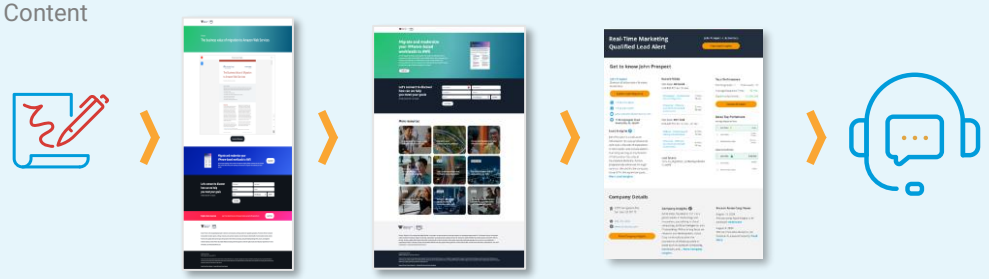
3 & 6-month Multi-touch Nurture Campaign

1 Digital Campaign — lists, emails, Insights & leads

- Prospect List — Up to 10,000 contacts built for you + your list
- (10) Emails & landing pages with Sponsor content
- OnDemand Webinars with Sponsor content & Partner landing pgs.
- Personalized with Channel Partner and sales rep information
- Double Touch Asset Promotion
- Real-time “Lead & Company Insights" sent directly to Partner Sales Reps
- Track team responsiveness by rep and opportunity

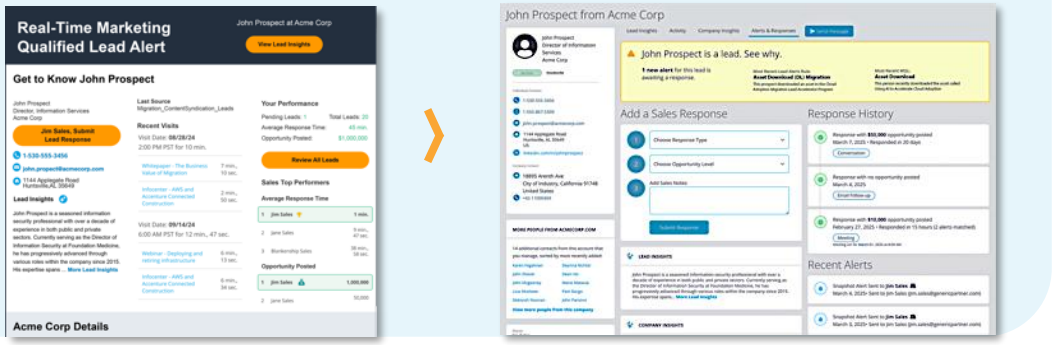
2 Full buildout and execution of campaign, personalized for each partner & prospect

Partner Contacts & Content › Partner Email Offers › Partner Landing Pages › Rel-time Opportunity Alerts w/Insights › Sales Rep Follow-up

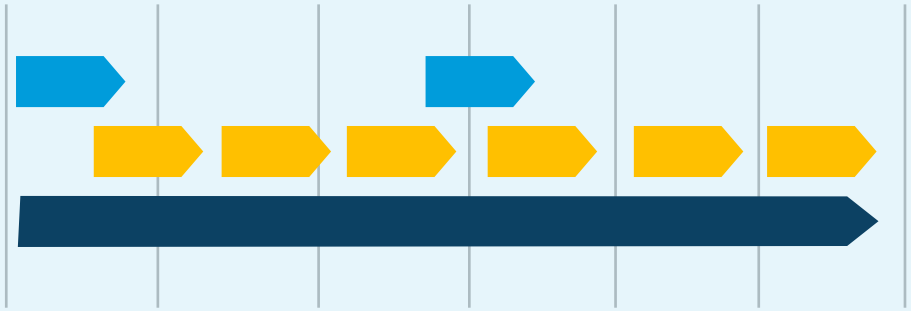


3 Real-time lead alerts — track team responsiveness

Alerts › Sales Follow-up



4 End-to-end campaign optimization & management



eTrigue

THE SOLUTION

Introducing

eTrigue Insights Messaging - “Contextual Relevance”

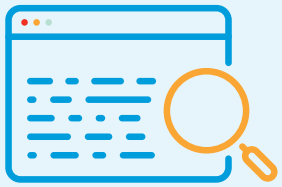
Boost prospect engagement up to 3 – 5x.

Contextual Relevance = Stronger Engagement

Lead Insights

Lead Insights delivered in real-time with enhanced data

Interests



Background, history, social media & additional contacts

Company Insights

Company, news, messaging & competitors

Follow-up Emails

Suggested responses for sales reps

eTrigue

eTrigue Insights

eTrigue Insights Messaging - “Hyper ABM”

Elevate campaign engagement 3-5x.

Unique messaging to each Prospect:

- Contact Background
- Skill Level/Experience
- Company/Industry
- Key Challenges

Go beyond name and company personalization — “**Contextual Relevance**”

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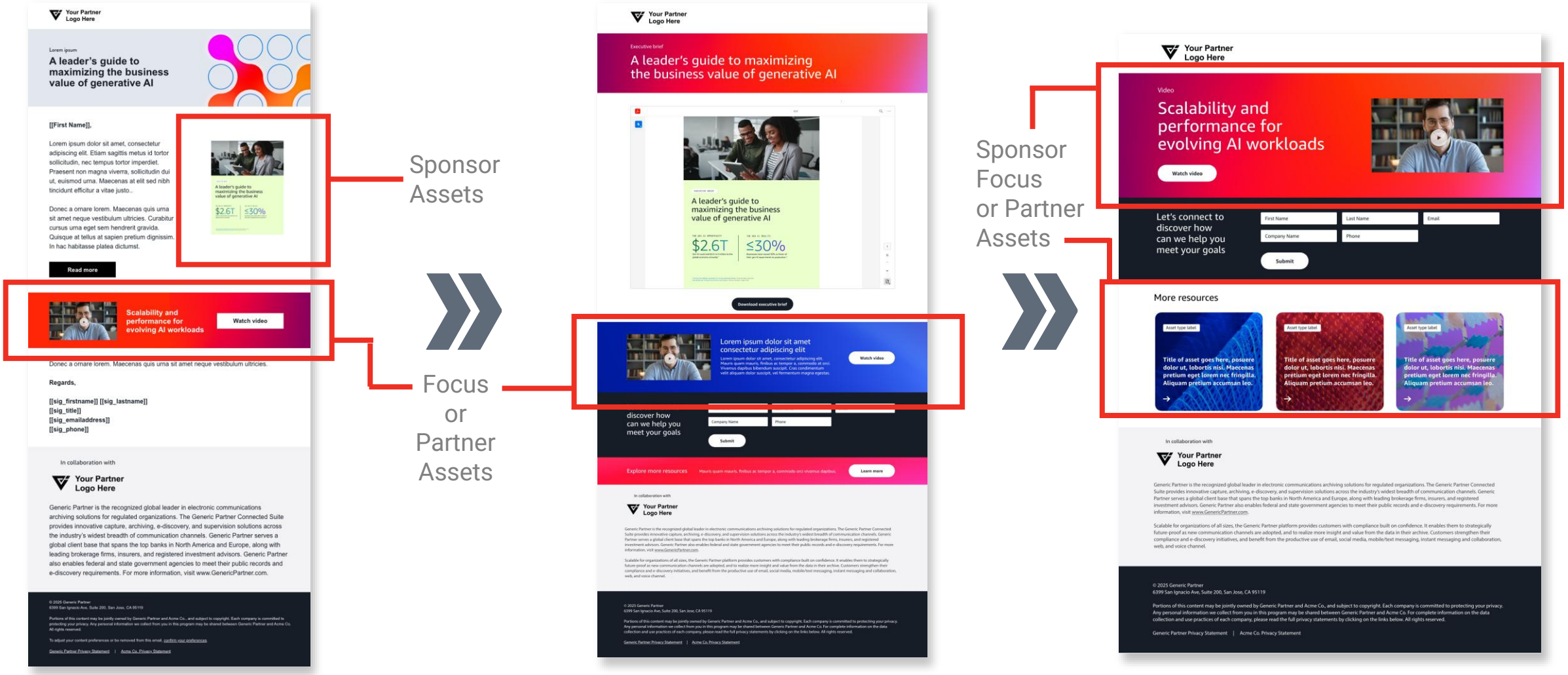
Brand Control, Dynamic Partner Content & Personalization



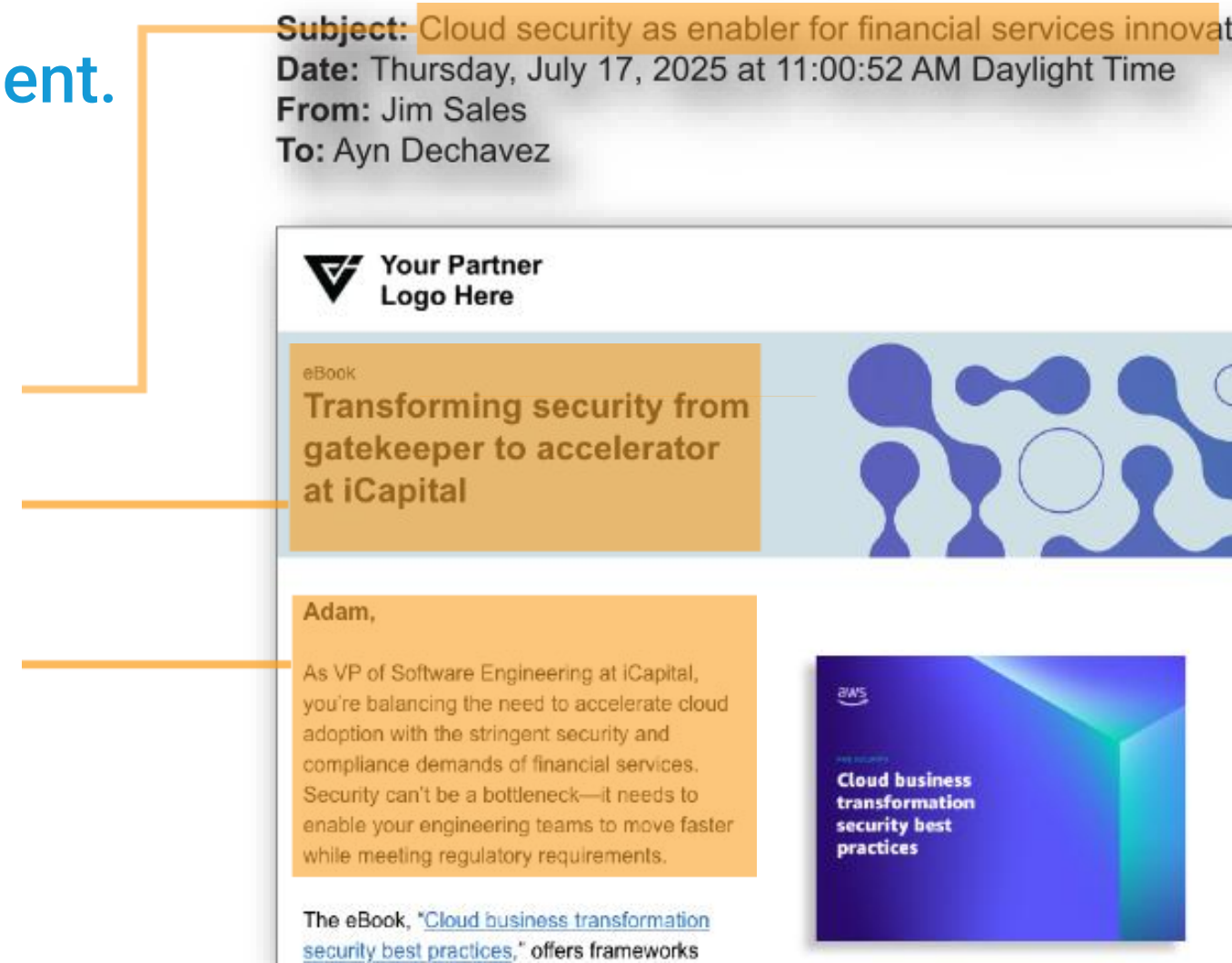
eTrigue

eTrigue Insights

eTrigue Insights Messaging – “Contextual Relevance”

Prospects receive unique 1:1 ABM messaging = 3-5x higher engagement.

- 100% of content is customized based on Prospect “Insights” and their relationship to the asset(s)
- Experience, background, interests, company focus, industry and technical expertise determine the unique focus for each prospect’s ‘care-abouts’
- Comprehensive guardrails to support professionally relevant messaging and specific messaging guidelines, while preventing competitive and other undesired references



Insights

“eTrigue Insights Messaging” – knows the recipient

Subject: Optimize SEI's AWS migration and modernization strategy

From: Jim Sales <jim.sale@genericpartner.com>
To: Robert Corcoran <rcorcoran@sei.com>

Your Partner Logo Here

eBook

Enhance SEI's cloud strategy with expert insights

Robert,

Financial services firms like SEI face unique challenges in migrating and modernizing their IT infrastructure. The pressure to reduce costs, improve security, and accelerate time-to-market for new features is constant.

Our eBook "Accelerating your AWS journey: Migration and modernization for software companies" offers a comprehensive guide to navigating these complexities.

Here's what you'll find inside:

- **Cost savings strategies** to reduce infrastructure expenses by up to 66%
- **Speed to market techniques** that can make new feature releases 43% faster
- **Productivity boosts** with a 29% increase in staff efficiency
- **Security enhancements** leading to 45% fewer security incidents
- **Development cost reductions** by up to 68%

Read eBook

Subject: Costco Wholesale IT modernization strategies

From: Jim Sales <jim.sale@genericpartner.com>
To: Mike Anderson <manderson@costco.com>

Your Partner Logo Here

eBook

Aligning retail IT with business growth objectives

Mike,

Retail IT environments face unique challenges, from managing vast amounts of customer data to ensuring seamless operations during peak seasons.

Our eBook "Accelerating your AWS journey: Migration and modernization for software companies" offers a comprehensive guide to navigating these complexities.

Explore these strategies:

- **Cost reduction** through strategic migration
- **Enhanced productivity** with modernized applications
- **Improved security** via cloud-native solutions
- **Faster time-to-market** for new features
- **Scalability** to meet seasonal demands

Read eBook

Subject: Martinrea International's AWS modernization strategy insights

From: Jim Sales <jim.sale@genericpartner.com>
To: Megan Hunter <megan.hunter@martinrea.com>

Your Partner Logo Here

eBook

Optimizing cloud migration for automotive supply chains

Megan,

The automotive industry faces unique challenges when it comes to cloud migration and modernization. From ensuring operational continuity to maintaining supplier relationships, the transition to AWS requires a strategic approach.

Our eBook "Accelerating your AWS journey: Migration and modernization for software companies" offers a comprehensive guide to navigating these complexities.

Explore key insights:

- **Cost savings** through unified modernization strategies
- **Faster time to market** for new features and innovations
- **Increased staff productivity** with streamlined processes
- **Enhanced security** with reduced incidents
- **Lower app development costs** through efficient resource utilization

CASE STUDY

Migrate & Modernize to the Cloud

Demand Generation Program for AWS Partners

Challenge:

Build a 3-pronged cloud migration campaign for AWS partners that scales depending on partner focus area — VMware, Microsoft, or SAP.

Solution:

Turnkey 6-month Multi-touch Nurture Campaigns

- (10,000+) records based on Partner Ideal Customer Profile
- (10) Co-branded emails/landing pages w/AWS + Partner content
- Insights Messaging with 1:1 Context Relevant content to each prospect
- (1) Infocenter w/integrated contact form
- Double Touch Asset Promotion w/media
- Real-time ”Lead & Company Insights” sent directly to Sales Reps
- Track sales teams’ responsiveness by Sales Rep and opportunity

Results:

45% over delivery of Marketing Qualified Leads (MQLs).

“Lead & Company Insights” provided Sales Reps with the background, company focus, social media, PR and news articles need to follow up quickly, with more confidence, and effectively drive opportunities.

- 25+ Partner Campaigns Executed
- 5,300+ MQLs Generated
- $5,000,000+ Opportunities Identified

Insights

shopify

“eTrigue Insights Messaging” – knows the industry

Subject: Dovetail Games IT Strategy Enhancement Insights

From: Jim Sales <jim.sale@genericpartner.com>
To: Ian Butcher <ian.butcher@dovetailgames.com>

Your Partner Logo Here

eGuide

Optimize Ecommerce Migration for Dovetail Games

Ian,

Ecommerce migration presents unique challenges, from aligning stakeholder expectations to ensuring technical feasibility and ROI. At Dovetail Games, the pressure to deliver a frictionless customer experience while maintaining robust security and scalability is ever-present.

The "Ecommerce Migration" eGuide provides a comprehensive framework to navigate these complexities.

Key insights include:

- **Stakeholder alignment** strategies to foster collaboration across departments
- **Platform evaluation criteria** to identify the best fit for your business
- **TCO assessment** techniques to uncover hidden costs
- **ROI modeling** approaches to project long-term benefits
- **Shopify Plus advantages** for rapid deployment and scalability

Read Guide

Subject: AstraZeneca's Ecommerce Migration Strategy Insights

From: Jim Sales <jim.sale@genericpartner.com>
To: Oliver Henderson <oliver.henderson@astrazeneca.com>

Your Partner Logo Here

eGuide

Migrating Ecommerce Platforms for Pharmaceutical Success

Oliver,

Pharmaceutical manufacturing companies face unique challenges when migrating ecommerce platforms, including regulatory compliance, data security, and operational continuity.

The "Ecommerce Migration" eGuide provides a comprehensive framework to navigate these complexities.

Key insights include:

- **Stakeholder alignment** early engagement of key departments
- **TCO assessment** evaluating initial, ongoing, and hidden costs
- **Platform selection** choosing the right architecture for your needs
- **ROI modeling** calculating the financial impact of migration
- **Shopify Plus advantages** faster launch, reduced development dependency, and improvement

Read Guide

Subject: Virgin Wines IT Operations: Navigating Ecommerce Migration

From: Jim Sales <jim.sale@genericpartner.com>
To: Duncan Hardy <duncan.hardy@virginwines.co.uk>

Your Partner Logo Here

shopify

eGuide

Optimize Ecommerce Transition for Virgin Wines

Duncan,

Migrating ecommerce platforms presents unique challenges, especially for a dynamic industry like wine and spirits. The transition must balance technical requirements with business continuity to avoid revenue loss and customer dissatisfaction.

The "Ecommerce Migration" eGuide provides a comprehensive framework to navigate these complexities.

Key insights include:

- **Stakeholder alignment** early engagement with key departments
- **Requirements evaluation** diagnosing current platform failures and setting future goals
- **Platform selection** weighing the advantages and risks of on-premise, open-source, and SaaS options
- **TCO assessment** evaluating initial, ongoing, and hidden costs
- **ROI modeling** key inputs for accurate financial projections

Read Guide

CASE STUDY

Scaling Partner Marketing and Accelerating Demand Generation for Shopify Partners

Challenge:

To expand partner marketing initiatives and measure effectiveness, Shopify turned to eTrigue to plus up their efforts. Leveraging personalized content and sales tools designed to drive engagement with partners, they set their goal to deploy with 10 partners.

Solution:

Turnkey 3-month Multi-touch Nurture Campaigns

- (5,000+) records based on Partner Ideal Customer Profile
- (4) Co-branded emails/landing pages w/Shopify + Partner content
- Insights Messaging with 1:1 Context Relevant content to each prospect
- (1) Infocenter w/integrated contact form
- Double Touch Asset Promotion w/media
- Real-time ”Lead & Company Insights” sent directly to Sales Reps
- Track sales teams’ responsiveness by Sales Rep and opportunity

Results:

Shopify gained real-time Sales Team Insights

(4) Comprehensive campaign options

Minimal marketing efforts required

Partner campaigns live within 10 days

- 100+ Partner Campaigns Executed (WW)
- 15,600+ MQLs Generated
- $20,000,000+ Opportunities Identified

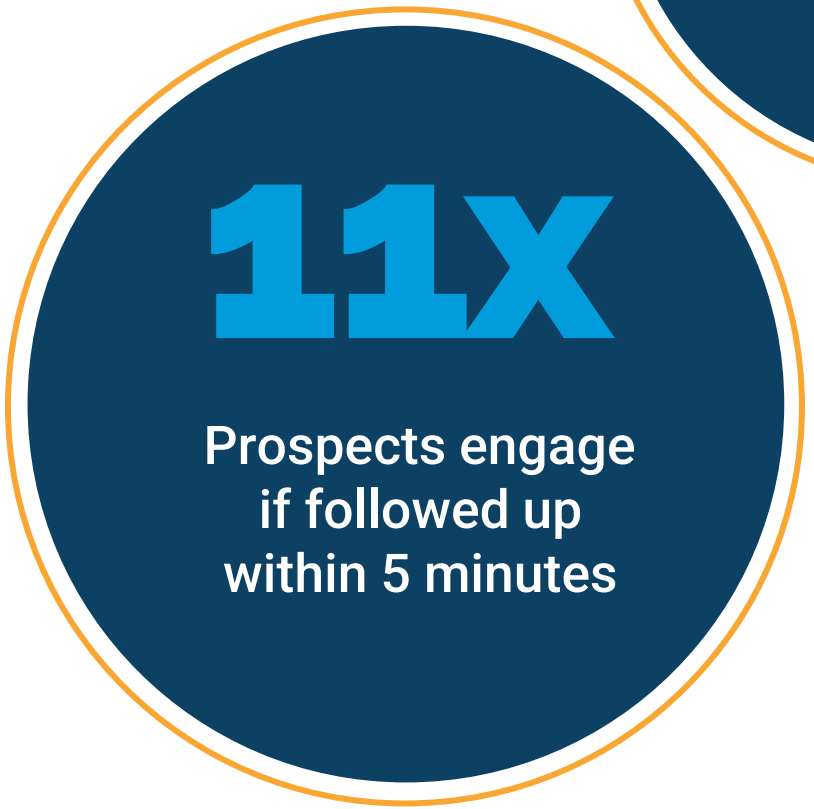
Introducing Lead Enrichment

Lead & Company Insights from eTrigue

What happens after an MQL is generated?

eTrigue

WHAT WE KNOW



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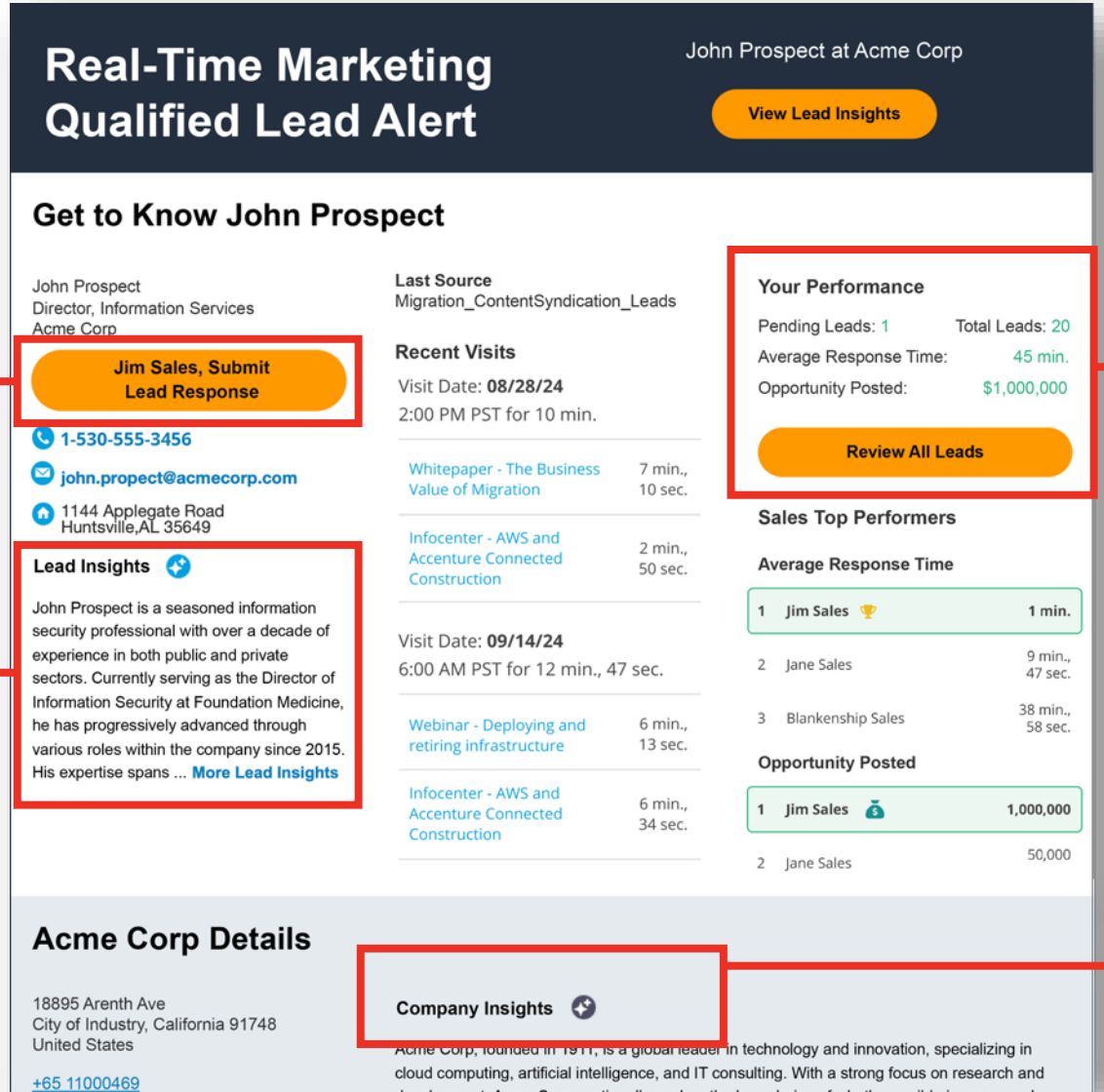
Real-Time Lead & Company Insights

Email Lead Alerts to Sales Reps Drive Results

Next Step: "Sales Rep Click Here"

Prospect Insights and Background



Sales Team Performance

Company Insights, News and PR

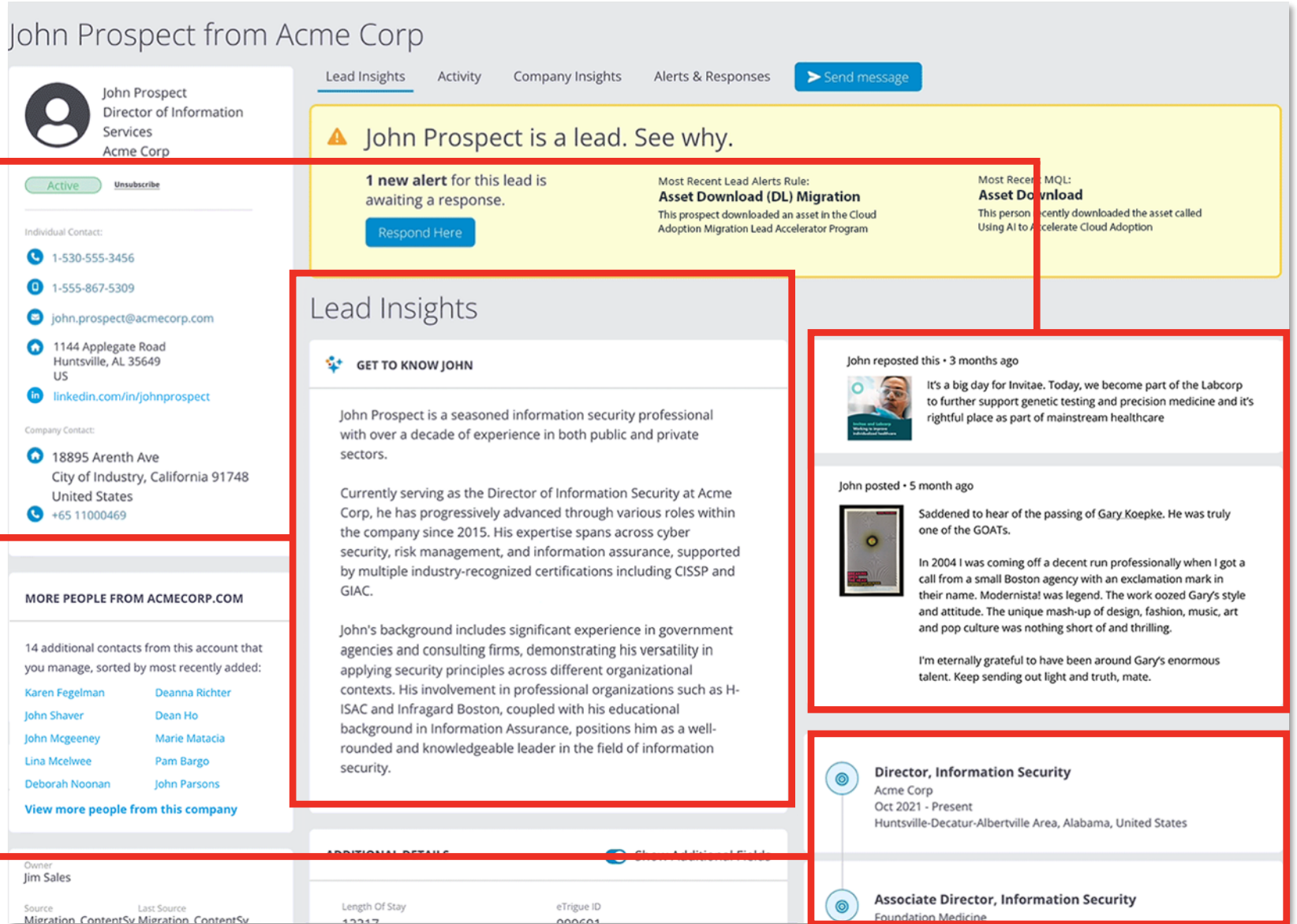
eTrigue

Prospect Insights — Background & Social Media

Prospect Social Media & Interests

Prospect Insights & Background

Job History & Experience

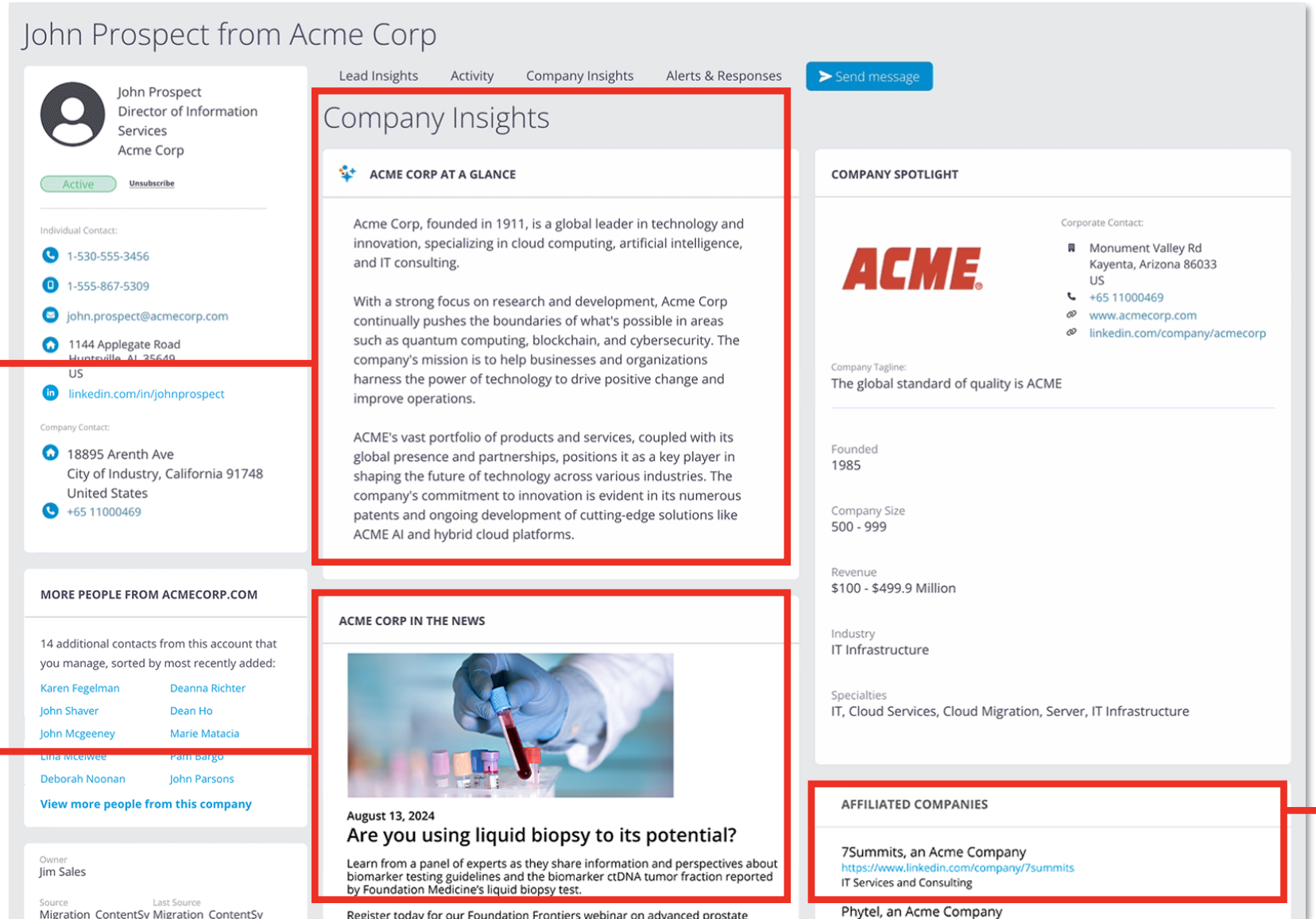


Company Insights — Details, Summary & News

Company Insights and Overview

Latest News and PR

Affiliated Companies and Competitors



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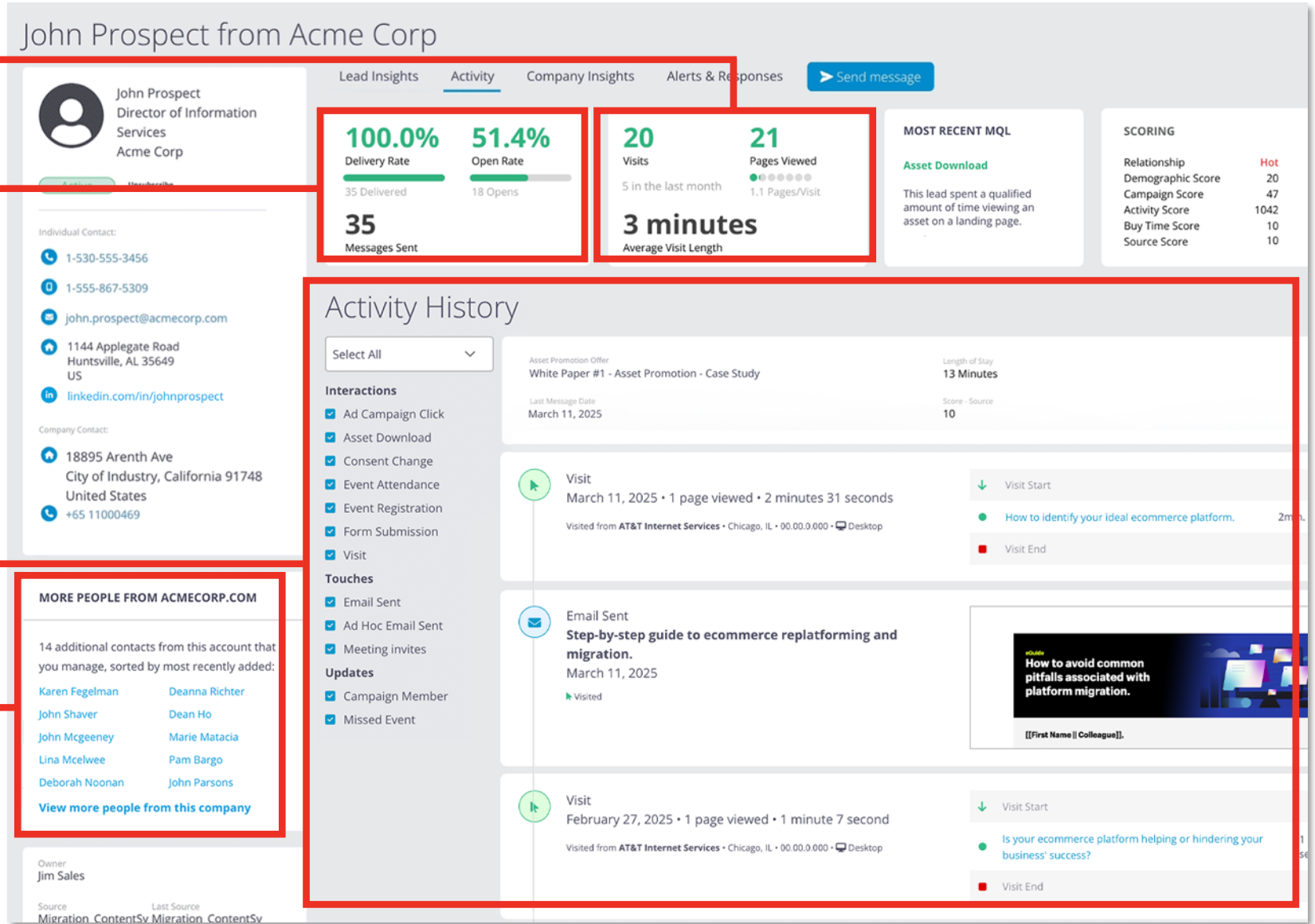
Prospect Activity — Campaign Interest & History

Show Prospect Interest Levels in Content

All Campaign Interactions

Campaign History

Additional Contacts for Possible Outreach



THE SOLUTION

Sales Team Insights

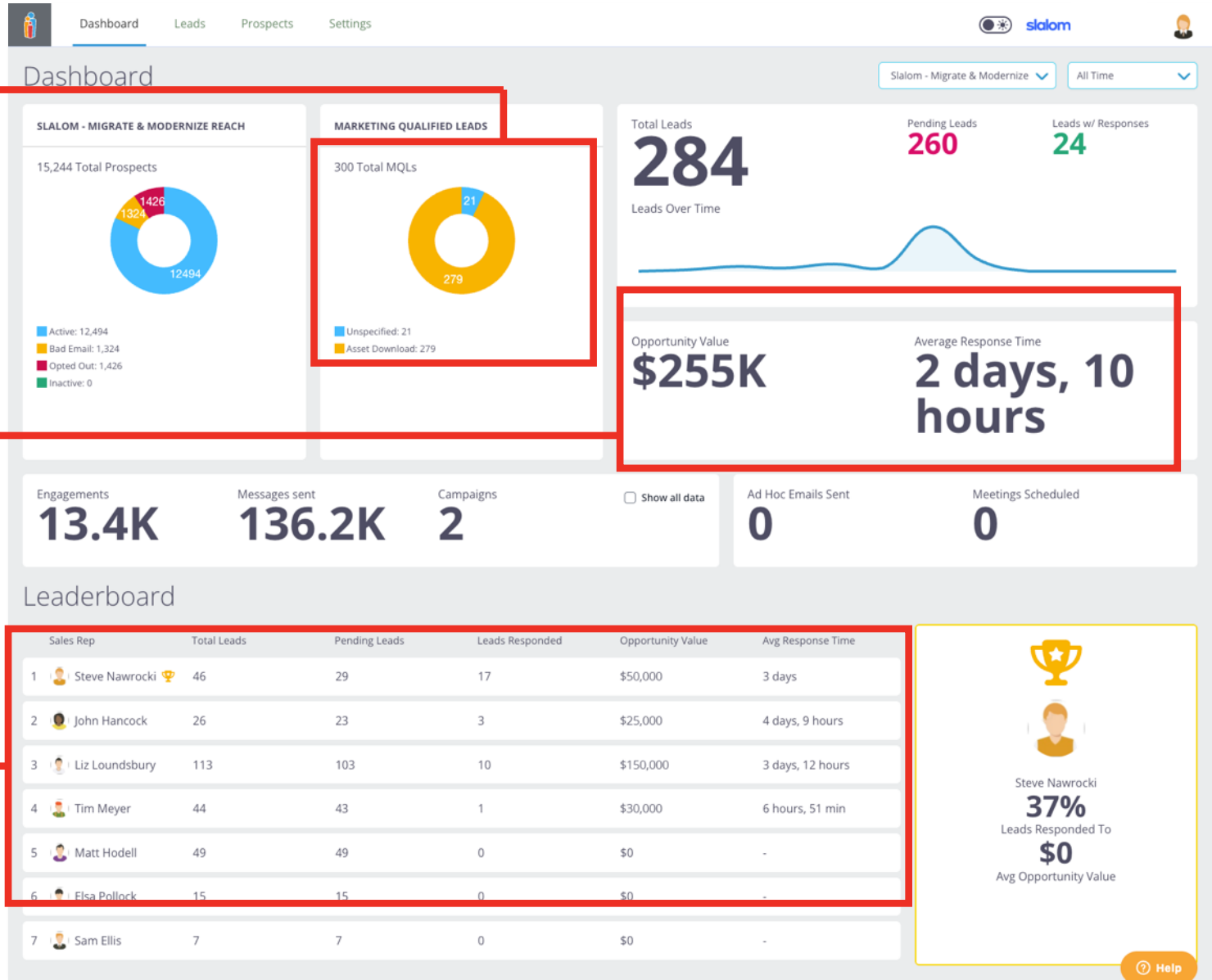
Next Level Velocity to Drive Partner Sales

Visibility to Sales Rep. Opportunities & Follow-up

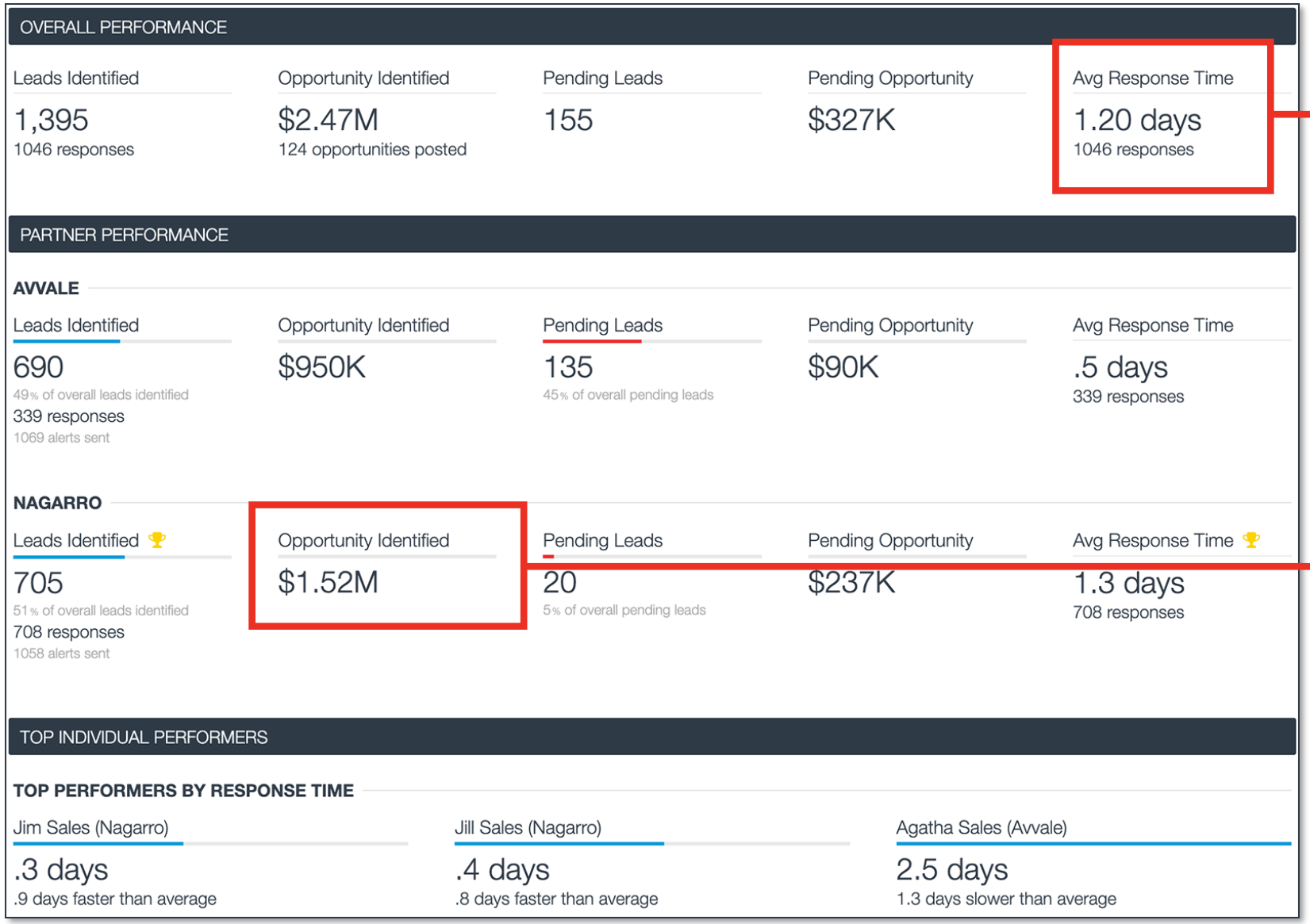
Lead Flow

Total Opportunity & Avg. Sales Rep Responsiveness

Individual Sales Rep Opportunity and Responsiveness



Track Performance of Each Partner

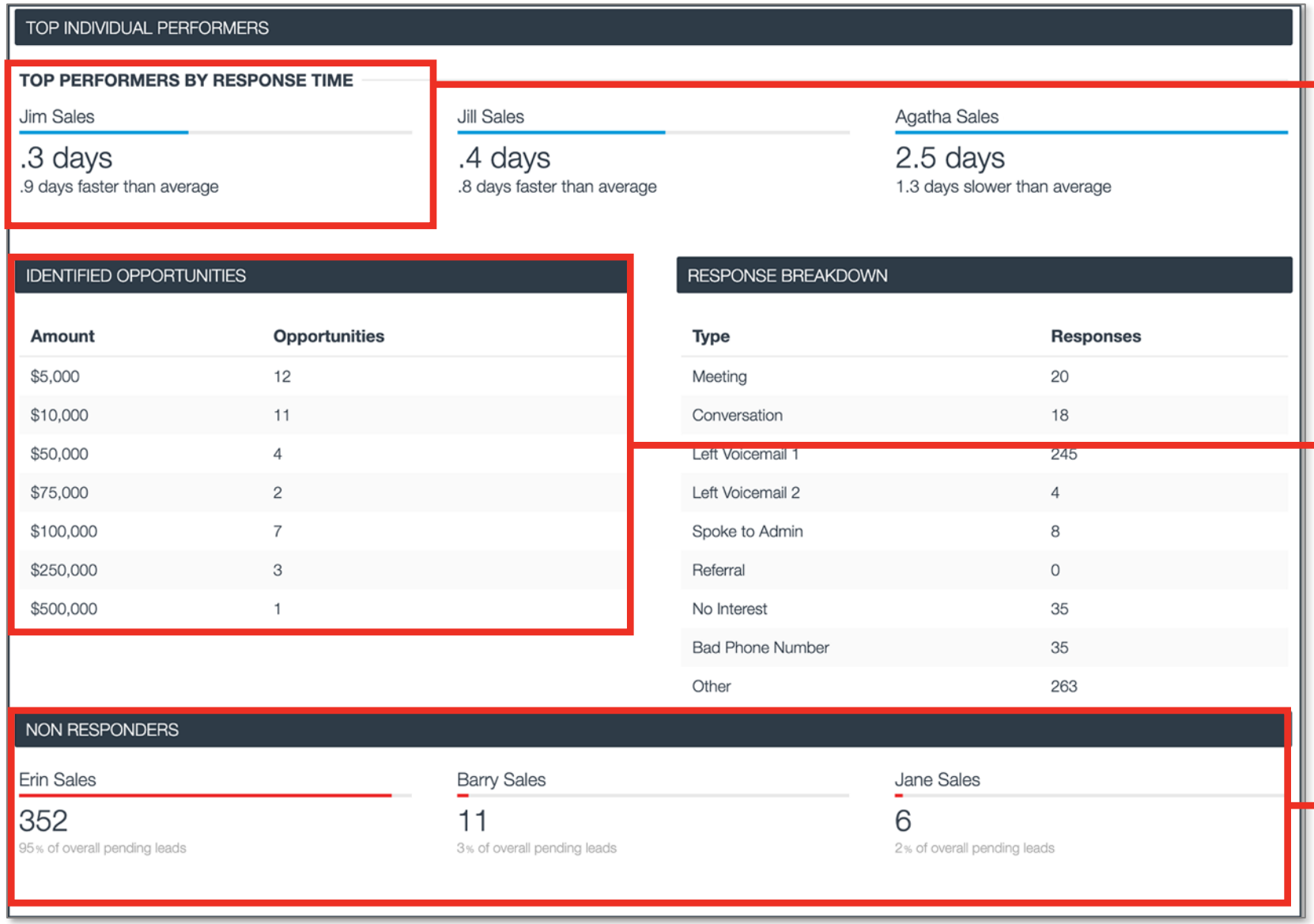


Program Roll-Up

Individual Partners

eTrigue

Track Performance of Each Sales Rep



TOP INDIVIDUAL PERFORMERS

TOP PERFORMERS BY RESPONSE TIME

Jim Sales
.3 days
.9 days faster than average

Jill Sales
.4 days
.8 days faster than average

Agatha Sales
2.5 days
1.3 days slower than average

IDENTIFIED OPPORTUNITIES

Amount	Opportunities
$5,000	12
$10,000	11
$50,000	4
$75,000	2
$100,000	7
$250,000	3
$500,000	1

RESPONSE BREAKDOWN

Type	Responses
Meeting	20
Conversation	18
Left Voicemail 1	245
Left Voicemail 2	4
Spoke to Admin	8
Referral	0
No Interest	35
Bad Phone Number	35
Other	263

NON RESPONDERS

Erin Sales
352
95% of overall pending leads

Barry Sales
11
3% of overall pending leads

Jane Sales
6
2% of overall pending leads

Sales Follow Up

Opportunities and Outcomes

Needs Attention

eTrigue

NEXT STEPS

Timeframe to Go Live

Week 1

Program overview, partner presentation/support materials

Week 2

- Determine assets
- Creative mockups
- Initial content reviews
- Campaign setup
- Testing

Week 3

- Final testing
- Training Scheduled reporting
- Campaign optimization
- Go live

Partner Onboarding: (Partners launch in 5–10 days)

1 Hour – Kickoff Call

Overview, company profile confirmation, prospect list development, next steps

1 Week – Go Live

Campaign launch, training on demand, MQL follow-up guidance, scheduled reporting

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Takeaways

1. Do-it-for-me to rapidly scale partner engagement & revenue

2. Insights Messaging increases prospect engagement, expands vertical content, and provides contextual relevance

3. Lead & Company Insights enables faster lead follow-up sales rep confidence, and higher conversions

Get a Complimentary Partner Marketing Roadmap:

Peer Rankings

Personal guide to scale partner marketing

Tips on what to prioritize for the most impact

eTrigue.com/Roadmap

eTrigue

Thank you!

Let's meet: etrigue.com/demo | +1-800-858-8500

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