



**From Cold Lead to
Closed Deal:
Real-Time Insights Help
Sales Teams Follow Up**



Speakers



Kristin Carey

Vice President,
Partner Development



Jeff Holmes

President & Founder



Agenda

1

How to know exactly who's engaging with your content

2

Why 1:1 Insights Messaging drives significantly higher engagement

3

How faster, better-informed follow up translates into more meetings, pipeline and more closed deals

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:





**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



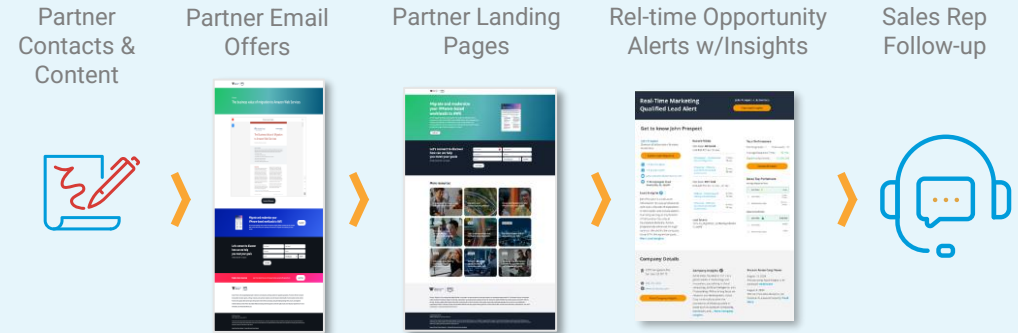
eTrigue Contextual Relevance = higher engagement rates, higher conversion

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

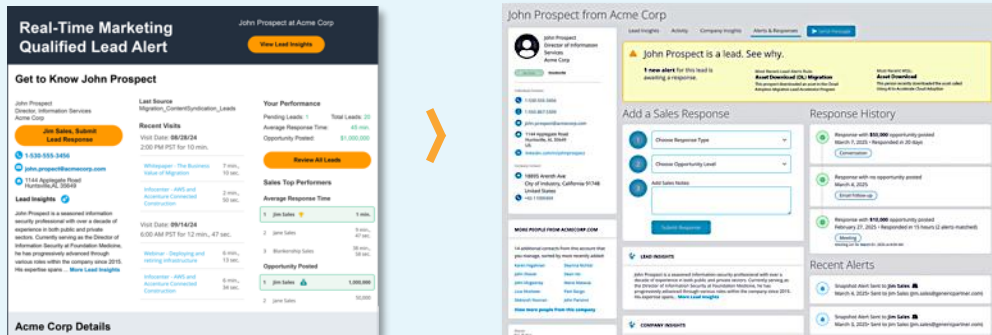
2 Full buildout and execution of campaign, personalized for each partner & prospect



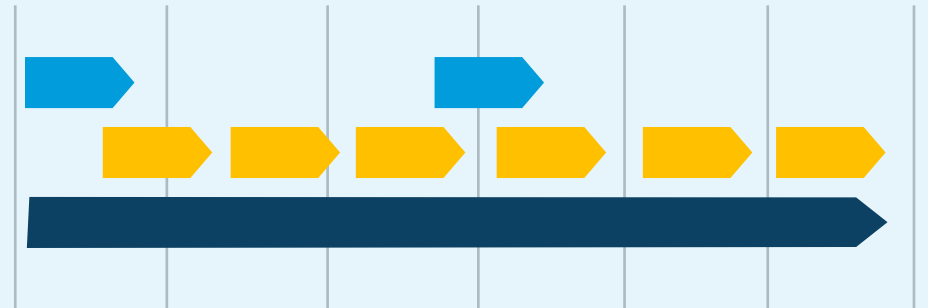
3 Real-time lead alerts — track team responsiveness

Alerts

Sales Follow-up



4 End-to-end campaign optimization & management



THE SOLUTION

Introducing

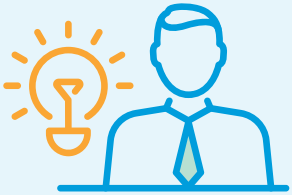
eTrigue Insights Messaging - “Contextual Relevance”

Boost prospect engagement up to 3 – 5x.



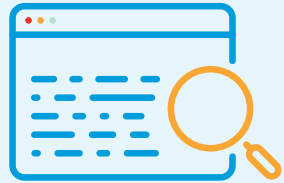
Contextual Relevance = Stronger Engagement

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 Insights Messaging - “Hyper ABM”

Elevate campaign engagement 3-5x.

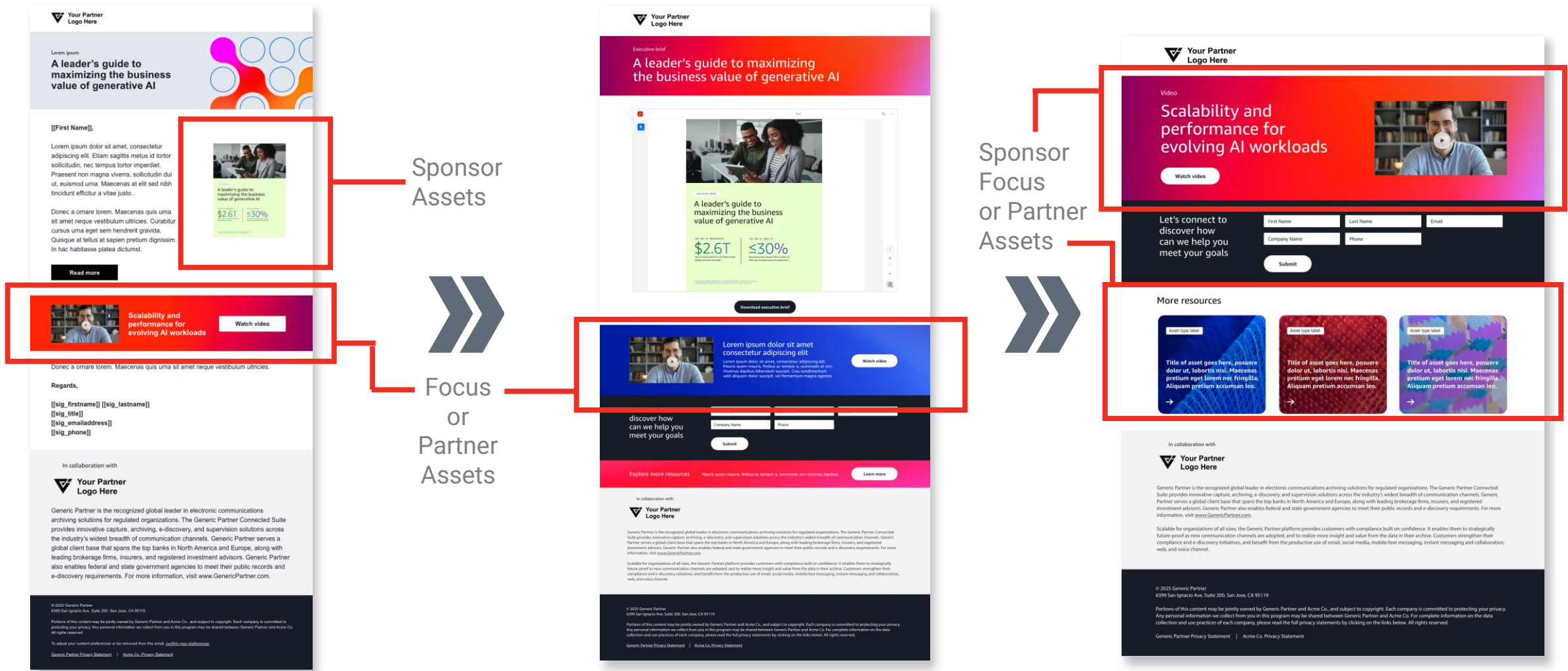
Unique messaging to each Prospect:

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

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



Brand Control, Dynamic Partner Content & Personalization



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-about’s’
- Comprehensive guardrails to support professionally relevant messaging and specific messaging guidelines, while preventing competitive and other undesired references

Subject: Cloud security as enabler for financial services innovation
Date: Thursday, July 17, 2025 at 11:00:52 AM Daylight Time
From: Jim Sales
To: Ayn Dechavez

 Your Partner
Logo Here

eBook

**Transforming security from
gatekeeper to accelerator
at iCapital**

Adam,

As VP of Software Engineering at iCapital, you're balancing the need to accelerate cloud adoption with the stringent security and compliance demands of financial services. Security can't be a bottleneck—it needs to enable your engineering teams to move faster while meeting regulatory requirements.

The eBook, [“Cloud business transformation security best practices,”](#) offers frameworks





“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>



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>



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>



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



“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

 **shopify**

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

 **shopify**

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?



WHAT WE KNOW

11X

Prospects engage
if followed up
within 5 minutes

<1%

Inbound leads are
engaged in under
5 minutes

50%

Buyers go to
the vendor that
replies first

Real-Time Lead & Company Insights

Email Lead Alerts to Sales Reps Drive Results

Real-Time Marketing
Qualified Lead Alert

John Prospect at Acme Corp

View Lead Insights

Get to Know John Prospect

John Prospect
Director, Information Services
Acme Corp

1-530-555-3456

john.prospect@acmecorp.com

1144 Applegate Road
Huntsville,AL 35649

Jim Sales, Submit
Lead Response

Lead Insights

John Prospect is a seasoned information security professional with over a decade of experience in both public and private sectors. Currently serving as the Director of Information Security at Foundation Medicine, he has progressively advanced through various roles within the company since 2015. His expertise spans ... [More Lead Insights](#)

Last Source
Migration_ContentSyndication_Leads

Recent Visits

Visit Date: 08/28/24
2:00 PM PST for 10 min.

Whitepaper - The Business Value of Migration7 min., 10 sec.

Infocenter - AWS and Accenture Connected Construction2 min., 50 sec.

Visit Date: 09/14/24
6:00 AM PST for 12 min., 47 sec.

Webinar - Deploying and retiring infrastructure6 min., 13 sec.

Infocenter - AWS and Accenture Connected Construction6 min., 34 sec.

Your Performance

Pending Leads: 1Total Leads: 20

Average Response Time: 45 min.

Opportunity Posted: \$1,000,000

Review All Leads

Sales Top Performers

Average Response Time

1 Jim Sales🏆1 min.

2 Jane Sales9 min., 47 sec.

3 Blankenship Sales38 min., 58 sec.

Opportunity Posted

1 Jim Sales💰1,000,000

2 Jane Sales50,000

Acme Corp Details

18895 Arenth Ave
City of Industry, California 91748
United States

+65 11000469

Company Insights

Acme Corp, founded in 1911, is a global leader in technology and innovation, specializing in cloud computing, artificial intelligence, and IT consulting. With a strong focus on research and development, the company has consistently ranked among the top 100 most innovative companies in the world.

Next Step:
“Sales Rep
Click Here”

Prospect
Insights and
Background

Sales Team
Performance

Company
Insights, News
and PR



Prospect Insights — Background & Social Media

Prospect Social Media & Interests

Prospect Insights & Background

Job History & Experience

John Prospect from Acme Corp

Lead Insights Activity Company Insights Alerts & Responses [Send message](#)

John Prospect
Director of Information Services
Acme Corp

[Active](#) [Unsubscribe](#)

Individual Contact:

- 1-530-555-3456
- 1-555-867-5309
- john.prospect@acmecorp.com
- 1144 Applegate Road
Huntsville, AL 35649
US
- linkedin.com/in/johnprospect

Company Contact:

- 18895 Arenth Ave
City of Industry, California 91748
United States
- +65 11000469

MORE PEOPLE FROM ACMECORP.COM

14 additional contacts from this account that you manage, sorted by most recently added:

Karen Fegelman	Deanna Richter
John Shaver	Dean Ho
John Mcgeeney	Marie Maticia
Lina Mcelwee	Pam Bargo
Deborah Noonan	John Parsons

[View more people from this company](#)

Lead Insights

GET TO KNOW JOHN

John Prospect is a seasoned information security professional with over a decade of experience in both public and private sectors.

Currently serving as the Director of Information Security at Acme Corp, he has progressively advanced through various roles within the company since 2015. His expertise spans across cyber security, risk management, and information assurance, supported by multiple industry-recognized certifications including CISSP and GIAC.

John's background includes significant experience in government agencies and consulting firms, demonstrating his versatility in applying security principles across different organizational contexts. His involvement in professional organizations such as H-ISAC and Infragard Boston, coupled with his educational background in Information Assurance, positions him as a well-rounded and knowledgeable leader in the field of information security.

John reposted this • 3 months ago

It's a big day for Invitae. Today, we become part of the Labcorp to further support genetic testing and precision medicine and it's rightful place as part of mainstream healthcare

John posted • 5 month ago

Saddened to hear of the passing of Gary Koepke. He was truly one of the GOATs.

In 2004 I was coming off a decent run professionally when I got a call from a small Boston agency with an exclamation mark in their name. Modernist was legend. The work oozed Gary's style and attitude. The unique mash-up of design, fashion, music, art and pop culture was nothing short of and thrilling.

I'm eternally grateful to have been around Gary's enormous talent. Keep sending out light and truth, mate.

Director, Information Security
Acme Corp
Oct 2021 - Present
Huntsville-Decatur-Albertville Area, Alabama, United States

Associate Director, Information Security
Foundation Medicine

Company Insights — Details, Summary & News

Company
Insights and
Overview

Latest News
and PR



John Prospect

Director of Information Services

Acme Corp

Active

Unsubscribe

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 1-555-867-5309

 john.prospect@acmecorp.com

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[Pam Bargo](#)

[Deborah Noonan](#)

[John Parsons](#)

[View more people from this company](#)

Owner

Jim Sales

Source

Migration ContentSv

Last Source

Migration ContentSv

Lead Insights Activity Company Insights Alerts & Responses

Company Insights

ACME CORP AT A GLANCE

Acme Corp, founded in 1911, is a global leader in technology and innovation, specializing in cloud computing, artificial intelligence, and IT consulting.

With a strong focus on research and development, Acme Corp continually pushes the boundaries of what's possible in areas such as quantum computing, blockchain, and cybersecurity. The company's mission is to help businesses and organizations harness the power of technology to drive positive change and improve operations.

ACME's vast portfolio of products and services, coupled with its global presence and partnerships, positions it as a key player in shaping the future of technology across various industries. The company's commitment to innovation is evident in its numerous patents and ongoing development of cutting-edge solutions like ACME AI and hybrid cloud platforms.

ACME CORP IN THE NEWS



August 13, 2024

Are you using liquid biopsy to its potential?

Learn from a panel of experts as they share information and perspectives about biomarker testing guidelines and the biomarker ctDNA tumor fraction reported by Foundation Medicine's liquid biopsy test.

Register today for our Foundation Frontiers webinar on advanced prostate

COMPANY SPOTLIGHT



Corporate Contact:

 Monument Valley Rd
Kayenta, Arizona 86033
US

 +65 11000469

 [www.acmecorp.com](#)

 [linkedin.com/company/acmecorp](#)

Company Tagline:

The global standard of quality is ACME

Founded

1985

Company Size

500 - 999

Revenue

\$100 - \$499.9 Million

Industry

IT Infrastructure

Specialties

IT, Cloud Services, Cloud Migration, Server, IT Infrastructure

AFFILIATED COMPANIES

7Summits, an Acme Company

[https://www.linkedin.com/company/7summits](#)

IT Services and Consulting

Phytel, an Acme Company

Affiliated
Companies
and Competitors

Prospect Activity — Campaign Interest & History

Show Prospect Interest Levels in Content

All Campaign Interactions

Campaign History

Additional Contacts for Possible Outreach



John Prospect

Director of Information Services

Acme Corp

Individual Contact:



1-530-555-3456



1-555-867-5309



john.prospect@acmecorp.com



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Lead Insights

Activity

Company Insights

Alerts & Responses

Send message

100.0%

Delivery Rate

35 Delivered

51.4%

Open Rate

18 Opens

20

Visits

5 in the last month

21

Pages Viewed

1.1 Pages/Visit

35

Messages Sent

3 minutes

Average Visit Length

MOST RECENT MQL

Asset Download

This lead spent a qualified amount of time viewing an asset on a landing page.

SCORING

Relationship

Demographic Score

Campaign Score

Activity Score

Buy Time Score

Source Score

Hot

20

47

1042

10

10

Activity History

Select All

Interactions

☒

Ad Campaign Click

☒

Asset Download

☒

Consent Change

☒

Event Attendance

☒

Event Registration

☒

Form Submission☒

Touches

☒

Email Sent☒☒

Updates

☒

Campaign Member☒

Asset Promotion Offer

White Paper #1 - Asset Promotion - Case Study

Last Message Date

March 11, 2025

Length of Stay

13 Minutes

Score - Source

10

Visit

March 11, 2025 • 1 page viewed • 2 minutes 31 seconds

Visited from AT&T Internet Services • Chicago, IL • 00.00.0.000 • Desktop

Visit Start

How to identify your ideal ecommerce platform.

Visit End

Email Sent

Step-by-step guide to ecommerce replatforming and migration.

March 11, 2025

Visited

Visit Start

Is your ecommerce platform helping or hindering your business' success?

Visit End

Visit

February 27, 2025 • 1 page viewed • 1 minute 7 second

Visited from AT&T Internet Services • Chicago, IL • 00.00.0.000 • Desktop

Visit Start

Is your ecommerce platform helping or hindering your business' success?

Visit End

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Deborah Noonan

John Parsons

View more people from this company

Owner

Jim Sales

Source

Migration_ContentSv

Last Source

Migration_ContentSv

THE SOLUTION

Sales Team Insights

Next Level Velocity to Drive Partner Sales

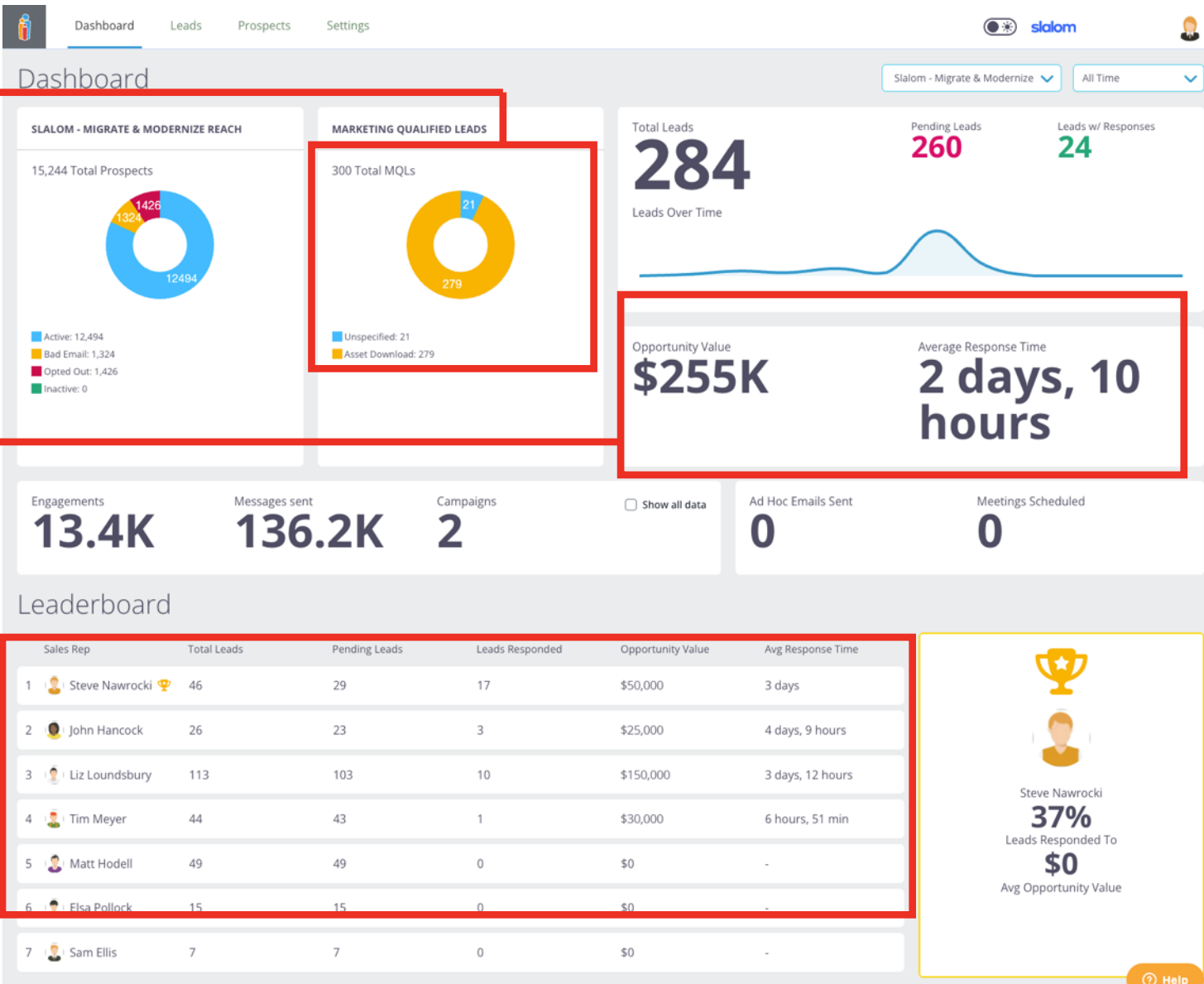


Visibility to Sales Rep. Opportunities & Follow-up

Lead Flow

Total Opportunity &
Avg. Sales Rep
Responsiveness

Individual Sales Rep
Opportunity and
Responsiveness



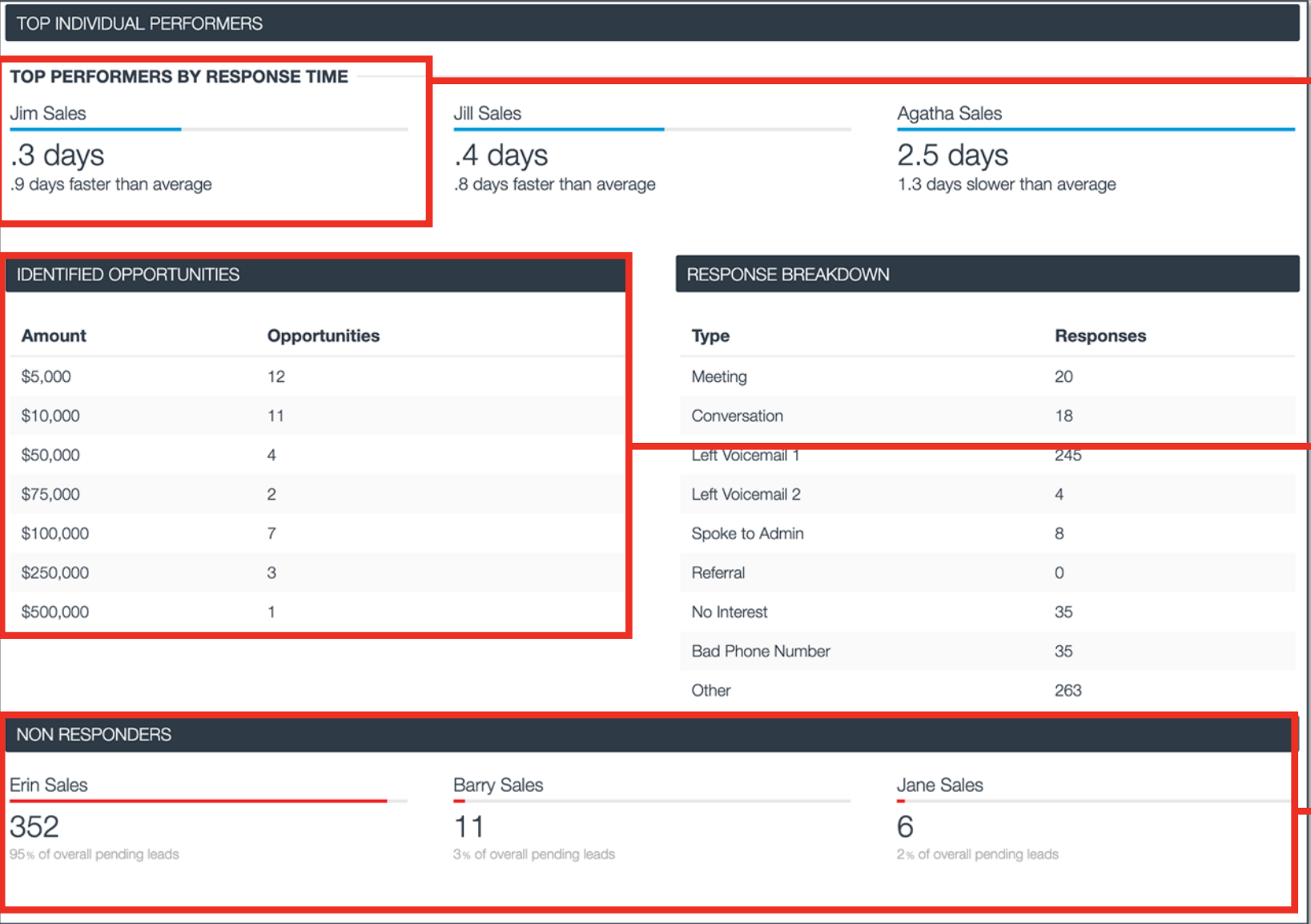
Track Performance of Each Partner

OVERALL PERFORMANCE				
Leads Identified	Opportunity Identified	Pending Leads	Pending Opportunity	Avg Response Time
1,395 1046 responses	\$2.47M 124 opportunities posted	155	\$327K	1.20 days 1046 responses
PARTNER PERFORMANCE				
AVVALE				
Leads Identified	Opportunity Identified	Pending Leads	Pending Opportunity	Avg Response Time
690 49% of overall leads identified 339 responses 1069 alerts sent	\$950K	135 45% of overall pending leads	\$90K	.5 days 339 responses
NAGARRO				
Leads Identified 🏆	Opportunity Identified	Pending Leads	Pending Opportunity	Avg Response Time 🏆
705 51% of overall leads identified 708 responses 1058 alerts sent	\$1.52M	20 5% of overall pending leads	\$237K	1.3 days 708 responses
TOP INDIVIDUAL PERFORMERS				
TOP PERFORMERS BY RESPONSE TIME				
Jim Sales (Nagarro)	Jill Sales (Nagarro)	Agatha Sales (Avvale)		
.3 days .9 days faster than average	.4 days .8 days faster than average	2.5 days 1.3 days slower than average		

Program Roll-Up

Individual Partners

Track Performance of Each Sales Rep



Sales Follow Up

Opportunities
and Outcomes

Needs Attention

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

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



Thank you!

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



Kristin Carey

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Jeff Holmes

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