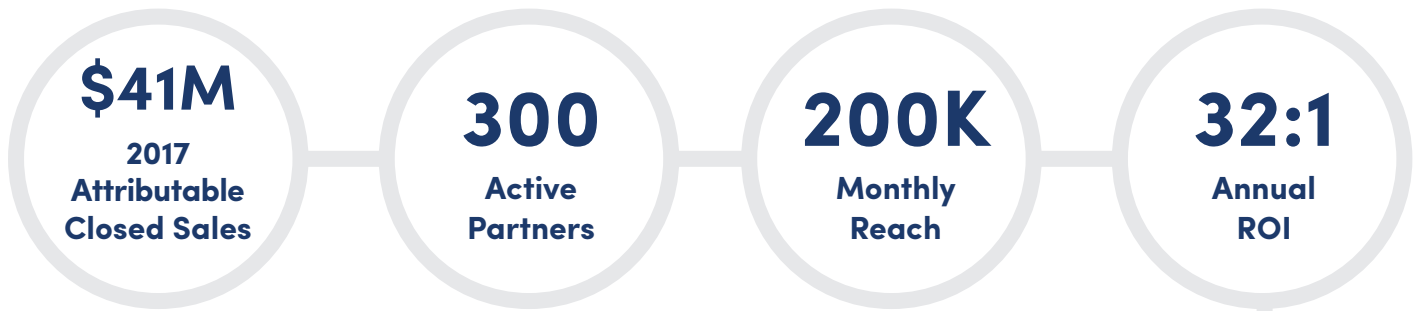


CASE STUDY

Global IT brand succeeds with Tier 2 channel partners

Texas-based IT vendor generates high engagement and measurable sales from Tier 2 partners and their customers.



Challenge

- ✓ Priority to accelerate growth from emerging Tier-2 VARs
- ✓ VARs were not utilizing existing through-channel, self-serve platforms as they had little-to-no in-house marketing resource

Action

- ✓ OneAffiniti runs monthly digital marketing campaigns for these emerging VARs.
- ✓ Focus on making it easy = 70% of partners send digital campaigns every month, higher than any other program
- ✓ Extremely strong database (customer) engagement, 5 times industry benchmark* (typical of Tier-2 partner databases)
- ✓ Successful program scaling with 300 partners on the program

**Impact your partners
and their customers.
We can help.**

oneaffiniti.com/contact-us
hello@oneaffiniti.com

OneAffiniti 

* Client achieved campaign click-through rates consistently above 13%, Industry benchmark = 2.16%



**For more valuable insights from
our effective marketing programs,
and a better understanding
of your customers, talk to the
OneAffiniti team.**

Specializing in the creation of effective, measurable through-channel marketing programs, we're trusted globally to power mutually rewarding vendor and partner relationships.

Our program is used by the world's top technology firms to target their partners' customers, but it's our commitment to delivering on ROI targets that truly makes us stand apart.

