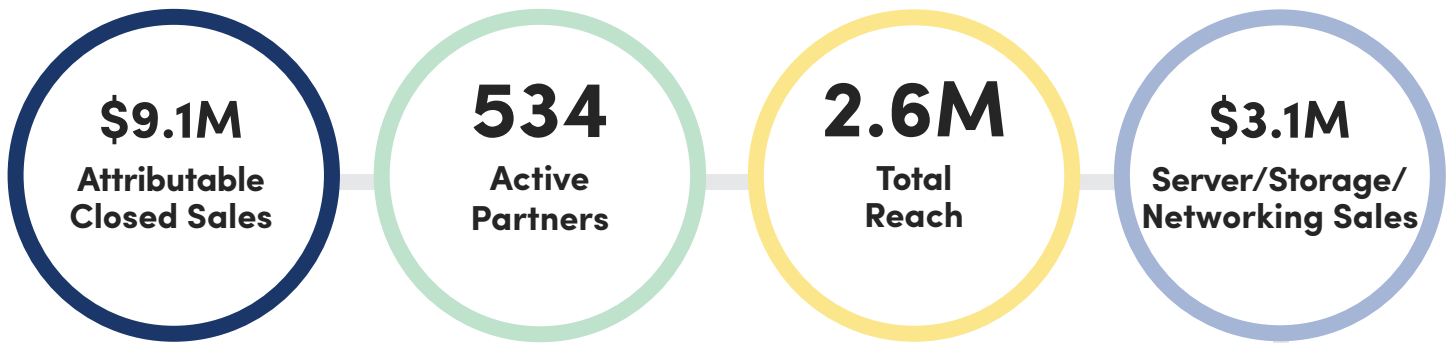


CASE STUDY

Vendor Pilot Program focuses on mid-market space

Looking to achieve an 8:1 ROI goal, specifically for Server/Storage/Networking equipment sales.



Challenge

- ✓ Create a pilot program to grow vendor's business in the mid-market space by \$4.8M (8:1 ROI) in closed/directly attributable sales
- ✓ Focus on server/storage/networking equipment sales

Action

- ✓ Vendor provided initial partner list of 1,400 partners, of which OneAffiniti onboarded -1,000
- ✓ OneAffiniti worked with the partners to upload their customer lists to a secure site
- ✓ Oneaffiniti built individual campaigns for each of these partners and facilitated monthly email/landing page deployment
- ✓ OneAffiniti used a combination of digital and traditional activities to drive leads for partners

Evolution of the Program

- This program now yields more than \$16M in quarterly revenue (25:1 ROI), has roughly 800 active partners, and more than 1M monthly reach
- More than 13,000 total leads uncovered (all time)



**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.

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