



UNLEASHING REVENUE POTENTIAL

StructuredWeb Helps AFV Increase Channel Engagement with a Holistic Approach to Partner Marketing Concierge



A Fluent Vision (AFV) is a leading provider of managed marketing services in the IT industry. The agency specializes in sales enablement practices for leading channel organizations and is uniquely equipped to help companies achieve increased revenues, higher profits, and a level of sales management that is required, but seldom seen, in today's business climate.

StructuredWeb Solutions:

- Channel Analytics
- Closed-Loop Reporting
- Personalized Partner Portals
- Comprehensive Engagement Tactics

Results:

75%

partner engagement



customer loyalty

600%

increase in
VPMM Coverage

Overview

As pioneers in the concept of Virtual Partner Marketing Managers (VPMM), AFV had the vision, strategy, and expertise to create engaging channel programs for their clients. To best manage and optimize these programs in a complex channel landscape, AFV quickly recognized that they needed the ability to:

- Cater to all partner types native to the channel and a two-tiered distribution model
- Capture comprehensive data on channel marketing activity
- Measure and report on program performance from the perspective of the various stakeholders in channel such as vendors, distributors, and local resellers

Previous technology solutions AFV had employed lacked these essential capabilities.

Solution

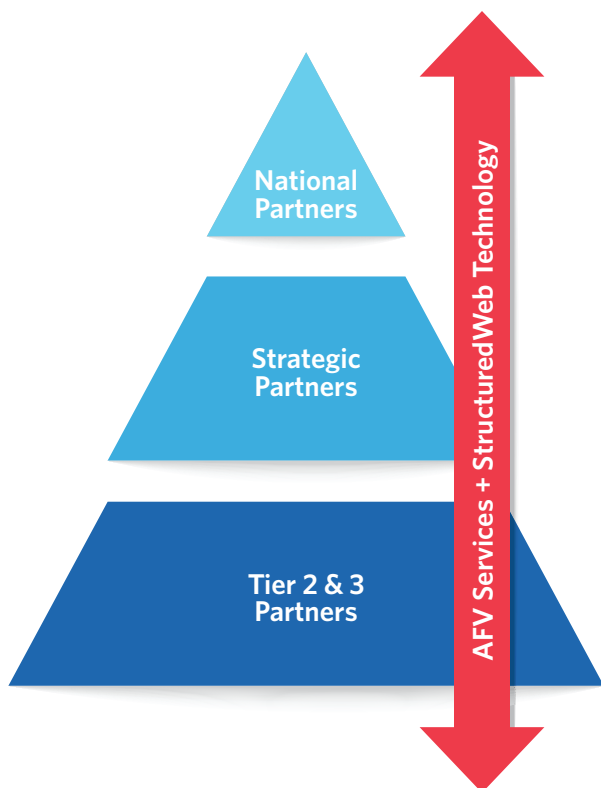
Flexibility:

Comprehensive solutions such as **personalized partner portals, automatic co-branding, content translation, customizable assets, and 15+ integrated marketing tactics enable AFV with the flexibility to provide each partner with the marketing support they need.** "For our clients to realize the full revenue potential of their programs, it's critical to support all partners in marketing- not just the major players." said Randy Sasaki, Partner at AFV. "The platform allows us to create fully-customized and integrated campaigns for top tier partners, while at the same time providing smaller partners with more scalable, ready-made campaigns."

StructuredWeb is the only platform designed to support the two-tiered distribution model we see in the IT channel space. The technology gave us the flexibility and scalability we were looking for to manage and execute multi-tiered channel programs.

Randy Sasaki
Partner at AFV

Coverage at Every Level



Scalability:

StructuredWeb allows AFV to significantly scale their partner marketing coverage by consolidating the workflows for each client and their reseller partners to one administrative interface. On the StructuredWeb platform, **Partner Marketing Portals allow AFV's VPMMs to access the program content of each client, and then work directly with the partners to customize, localize and execute integrated marketing campaigns right from the portal.**

Channel Analytics:

Through StructuredWeb's real-time, closed-loop channel analytics, **AFV is able to capture detailed metrics on campaign performance and report on KPIs relevant to the channel, such as partner engagement, partner reach, content effectiveness, lead conversions and recurring partner revenue, among many others.** "There are many stakeholders in channel with different success criteria. With StructuredWeb, we are able to **report from a manufacturer, distributor, partner and VPMM perspective**, which is extremely powerful. The system is also flexible enough to allow us to capture not only marketing executed through the platform, but also marketing not running through the platform. With this capability, we are able to **report the full picture of which partners are most effectively marketing and how programs can be better optimized,**" noted Sasaki.

Results

StructuredWeb's comprehensive channel marketing platform helped AFV streamline marketing processes, execute customized programs at scale and optimize program performance for their clients. Since partnering with StructuredWeb, AFV has realized **partner engagement rates over 75%** each year and clients have remained with the agency to run consistent marketing programs for over four years. Through increased efficiency, **AFV has scaled the coverage capacity of VPMMs to partners, from 5:1 to 30:1—a 600% increase.** Access to StructuredWeb's channel marketing tools has increased AFV's speed and precision, driving consistent growth, SQL and revenue for the company and their vendor partners.

For more information on AFV contact:

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