

PARTNER COVERAGE AT SCALE



	Identify & Establish	Smart Mail	Tele Coverage	Channel Incentives & Swag	Webcast	Tele Management	BI	ROI
Motions	Data analysis to establish coverage and management targets	Prioritization of contacts Email Creation and Distribution	1 : many coverage via regular cadence phone engagement	Promote incremental incentives, enrollments or contests	Continue to identify interested partners with webcasts offered at scale	Identify top 10% of accounts to proactively manage & cultivate	Custom CRM to house campaign info	Establish value of win (design, revenue, competitive)
Metrics	Current revenue, growth potential, profiling	Reach Rate Conversion Rate Clicked to Open Clicked Through	Production Reach Rate Conversion Rate Transition (Win) Rate	# of requests # of unique shipments # of redemptions	Attendee Engagement Level Registration Count Attendee Count	Production Reach Rate Conversion Rate Transition (Win) Rate	Engagement Pipeline Wins Revenue	Attainment to goal
Results	Trackable book of business	Landing Page Visits Hand raisers identified	1:500 management coverage Transition top partners up	Increased program awareness, enrollments	Landing Page Visits Hand raisers identified	1:150 Management coverage Transition top partners up	Secure client access granted via SSO for real time results	Consolidated campaign ROI