

The State of Partnership Marketing

2022

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SUMMARY RESULTS
DECEMBER 2021

Survey summary

Between August and October 2021, Gatepoint Research invited selected executives to participate in a survey themed Approaches to Partnership Automation.

Candidates from several industries were invited via email; 110 executives have participated to date.

Management levels represented are all senior decision makers: 21 percent hold the title CXO or are VPs, 30 percent are directors, and 49 percent are managers.

100 percent of responders participated voluntarily; none were engaged using telemarketing.

Executive overview

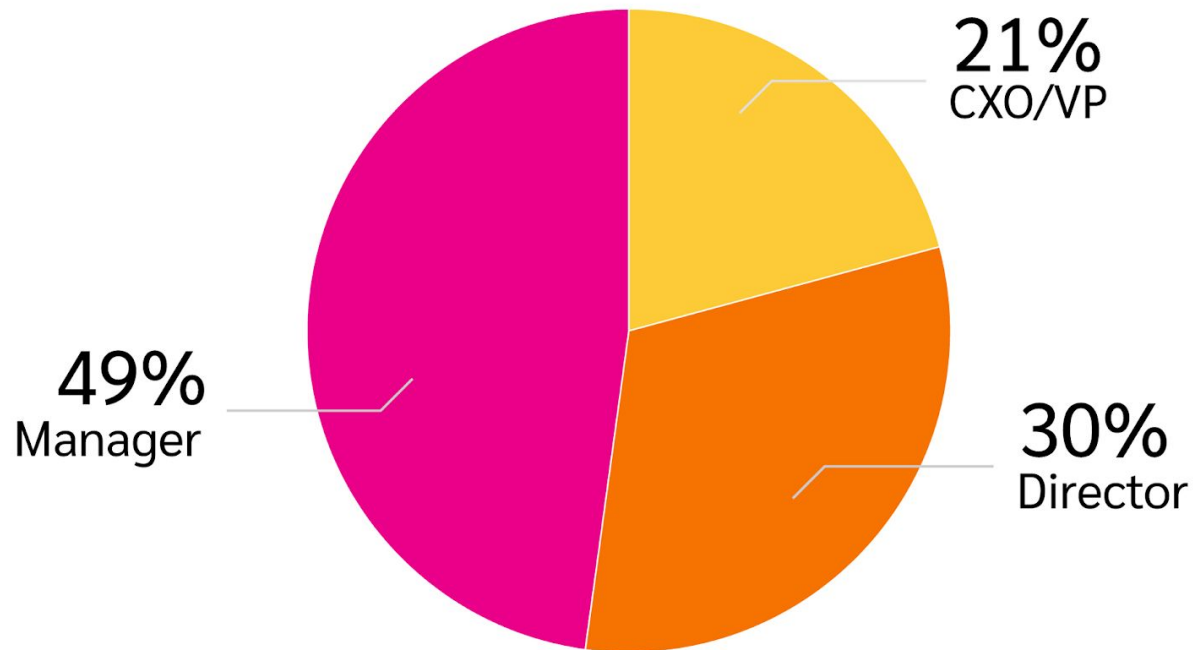
Businesses rely on partners to extend their presence in the market, find new customers, and strengthen the brand, but managing and tracking all partners across all channels can result in a logistical puzzle. How do organizations manage their partnerships to the best advantage?

This survey asks respondents to report:

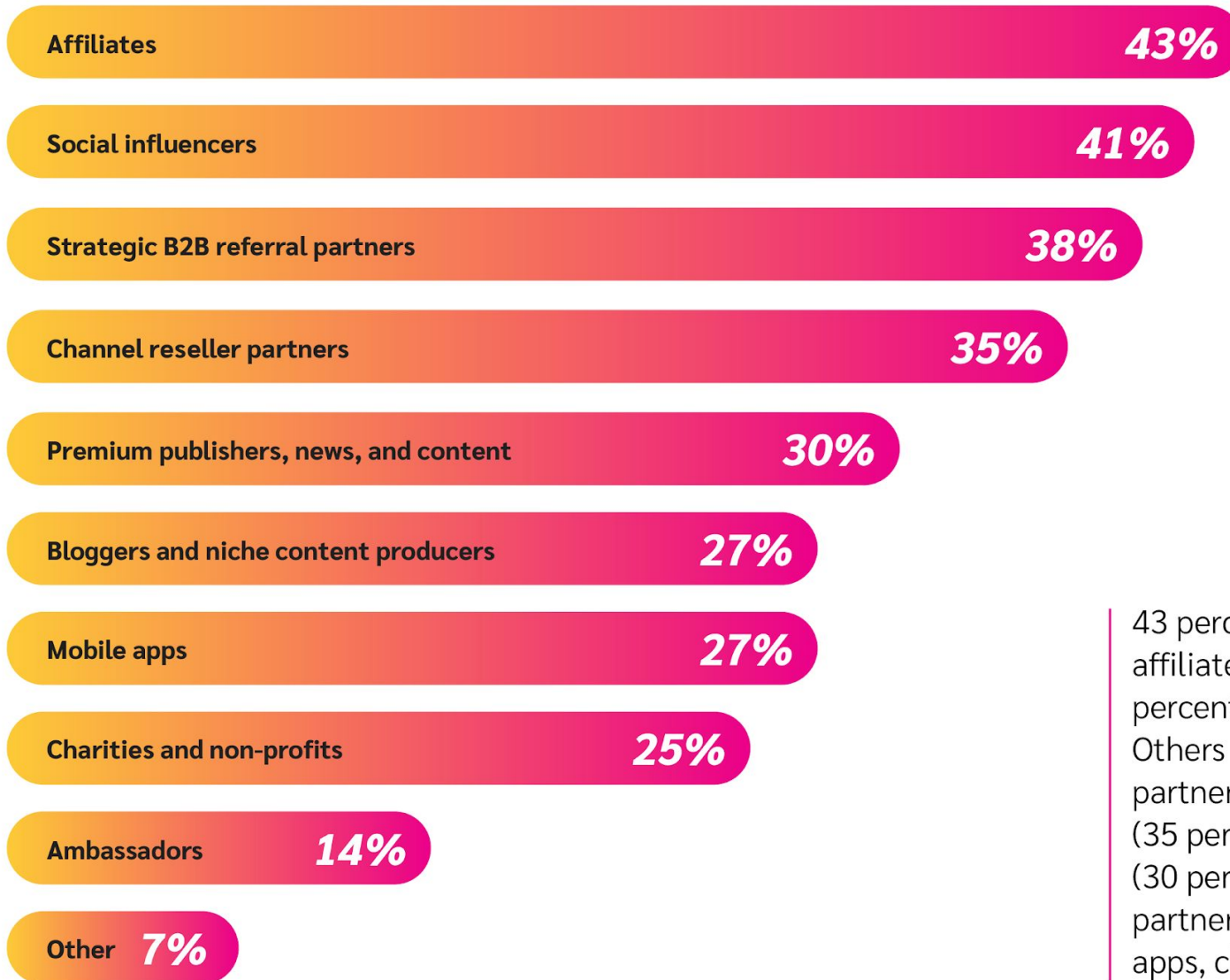
- 1 Which type of partnerships do you have? How many partners do you manage?
- 2 How much revenue is driven by your partners? Is it measurable?
- 3 How satisfied are you with your current partner management and tracking method?
- 4 Which capabilities do you need to add to support your business goals?

Job level

51 percent of survey respondents hold director or executive level positions in their organization.

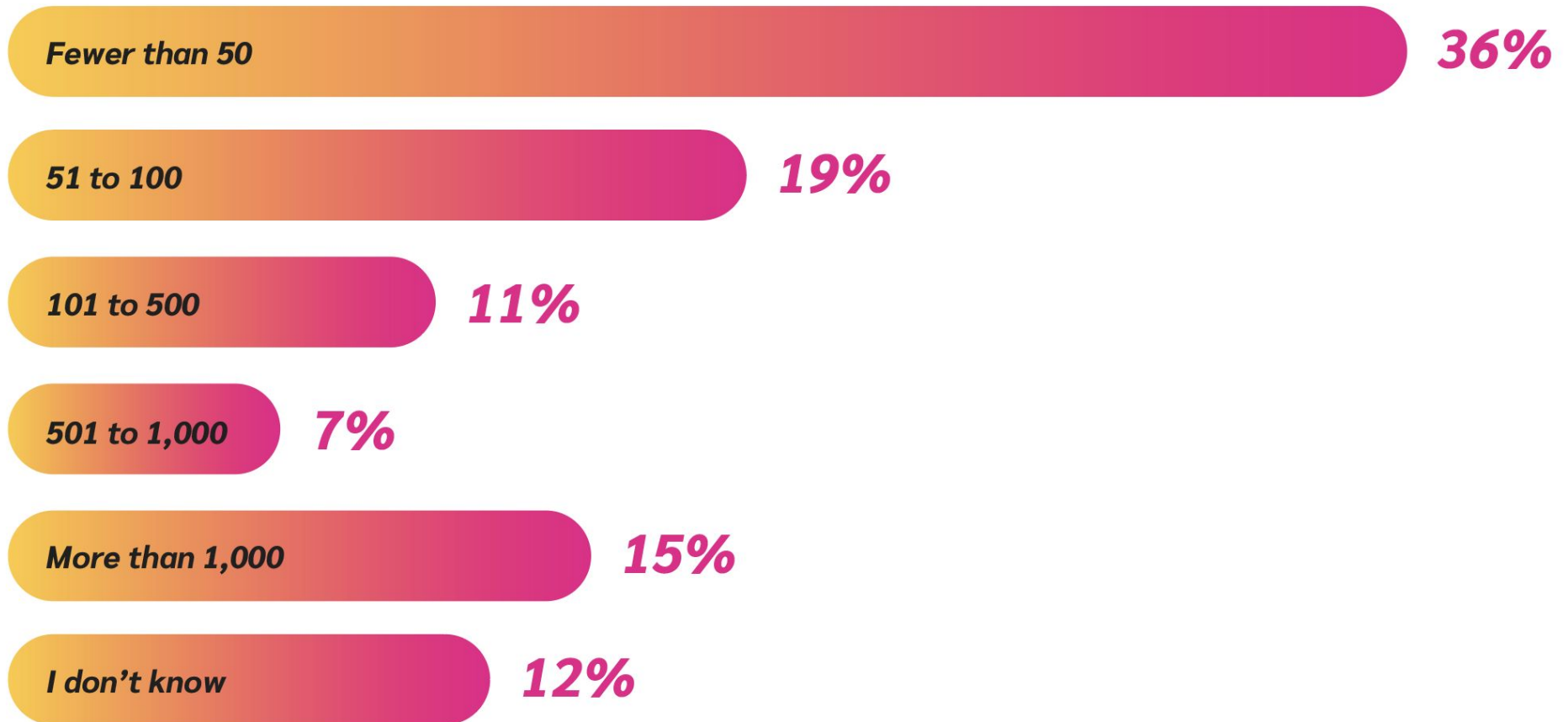


Which kinds of partners do you work with?



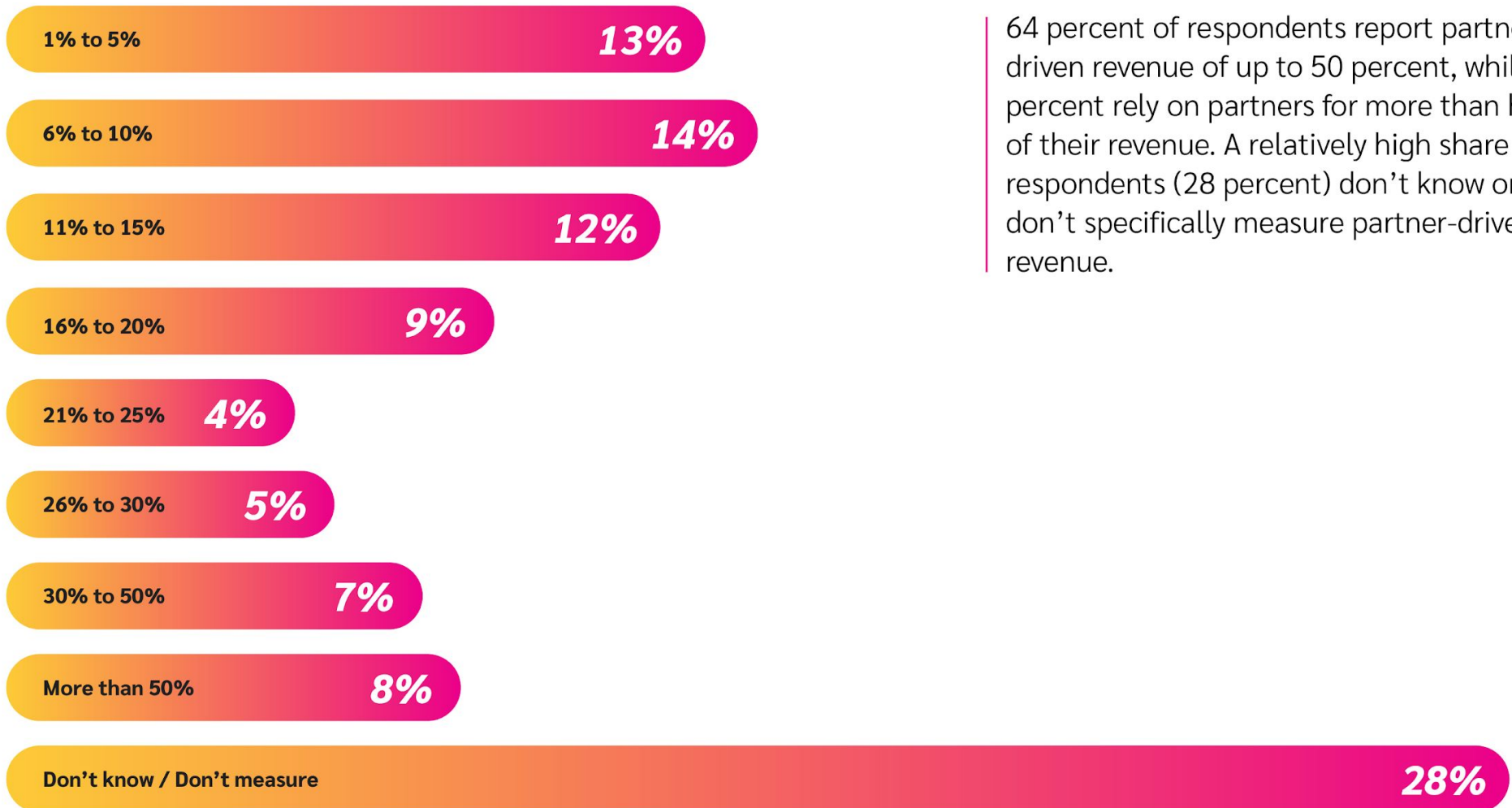
43 percent of respondents work with affiliates, but nearly as many (41 percent) work with social influencers. Others say they rely on B2B referral partners (38 percent), channel resellers (35 percent), and premium publishers (30 percent). Other, less common partnerships are with bloggers, mobile apps, charities, and ambassadors.

How many partners do you have?



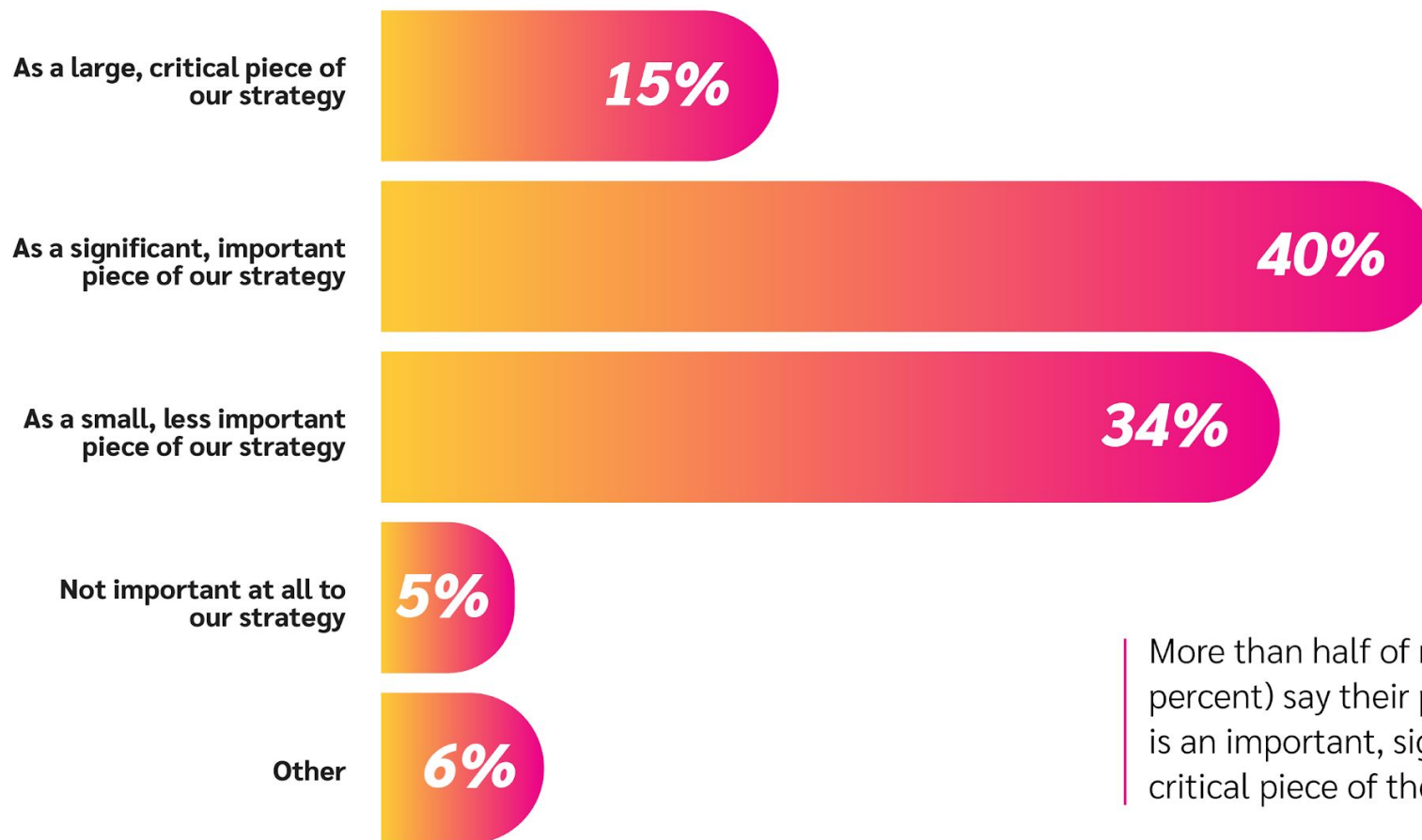
33 percent of respondents report fewer than 50 partners while 15 percent report more than 1,000.

What share of your company's revenue is driven by partnerships?



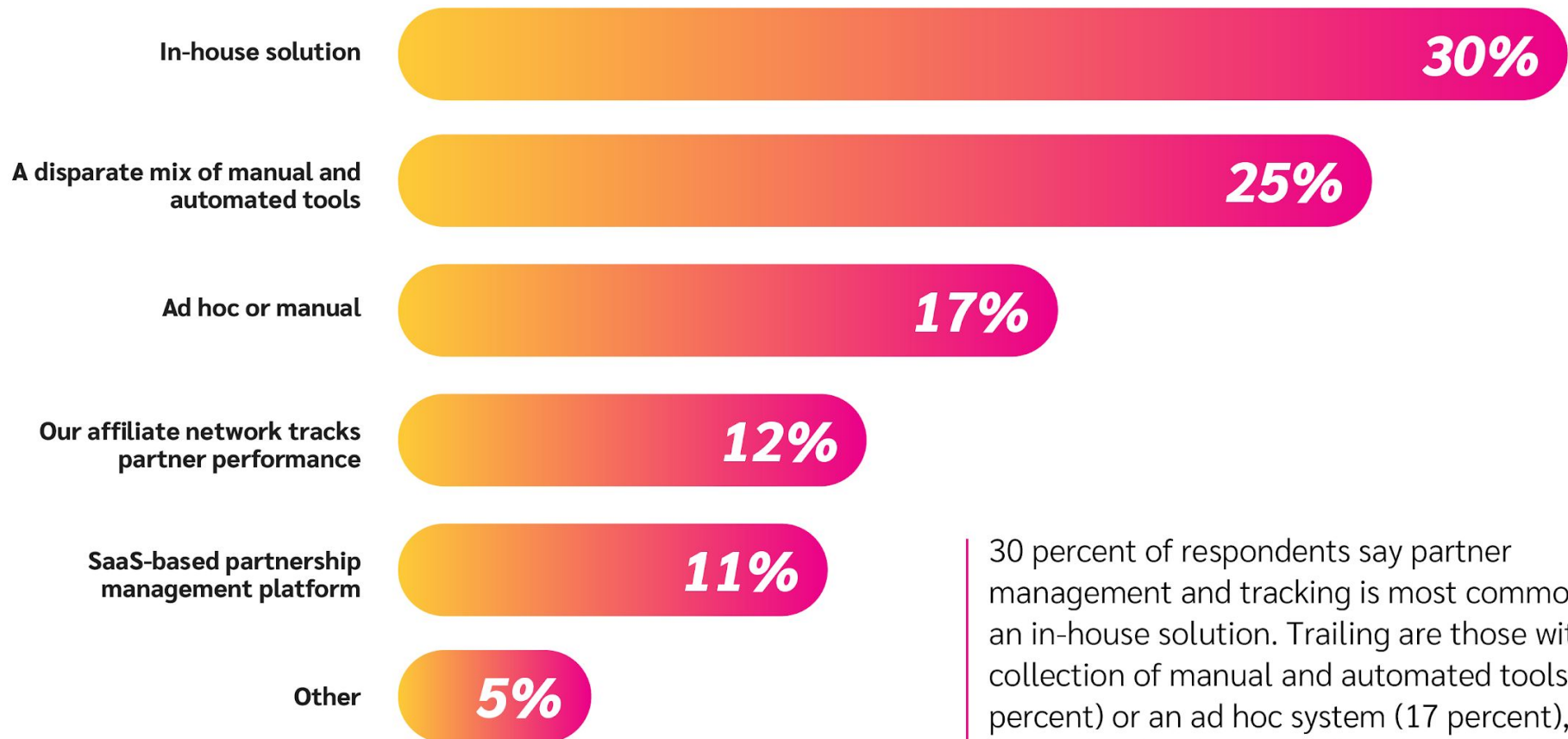
64 percent of respondents report partner-driven revenue of up to 50 percent, while 8 percent rely on partners for more than half of their revenue. A relatively high share of respondents (28 percent) don't know or don't specifically measure partner-driven revenue.

How is your organization's partnerships channel perceived compared to your organization's overall revenue growth?



More than half of respondents (55 percent) say their partner channel is an important, significant, or even critical piece of their revenue strategy.

Which partner management and tracking solution do you use?



30 percent of respondents say partner management and tracking is most commonly an in-house solution. Trailing are those with a collection of manual and automated tools (25 percent) or an ad hoc system (17 percent), or those that let the network affiliate track (12 percent). A small number of respondents rely on a SaaS platform specifically designed for partnerships management.

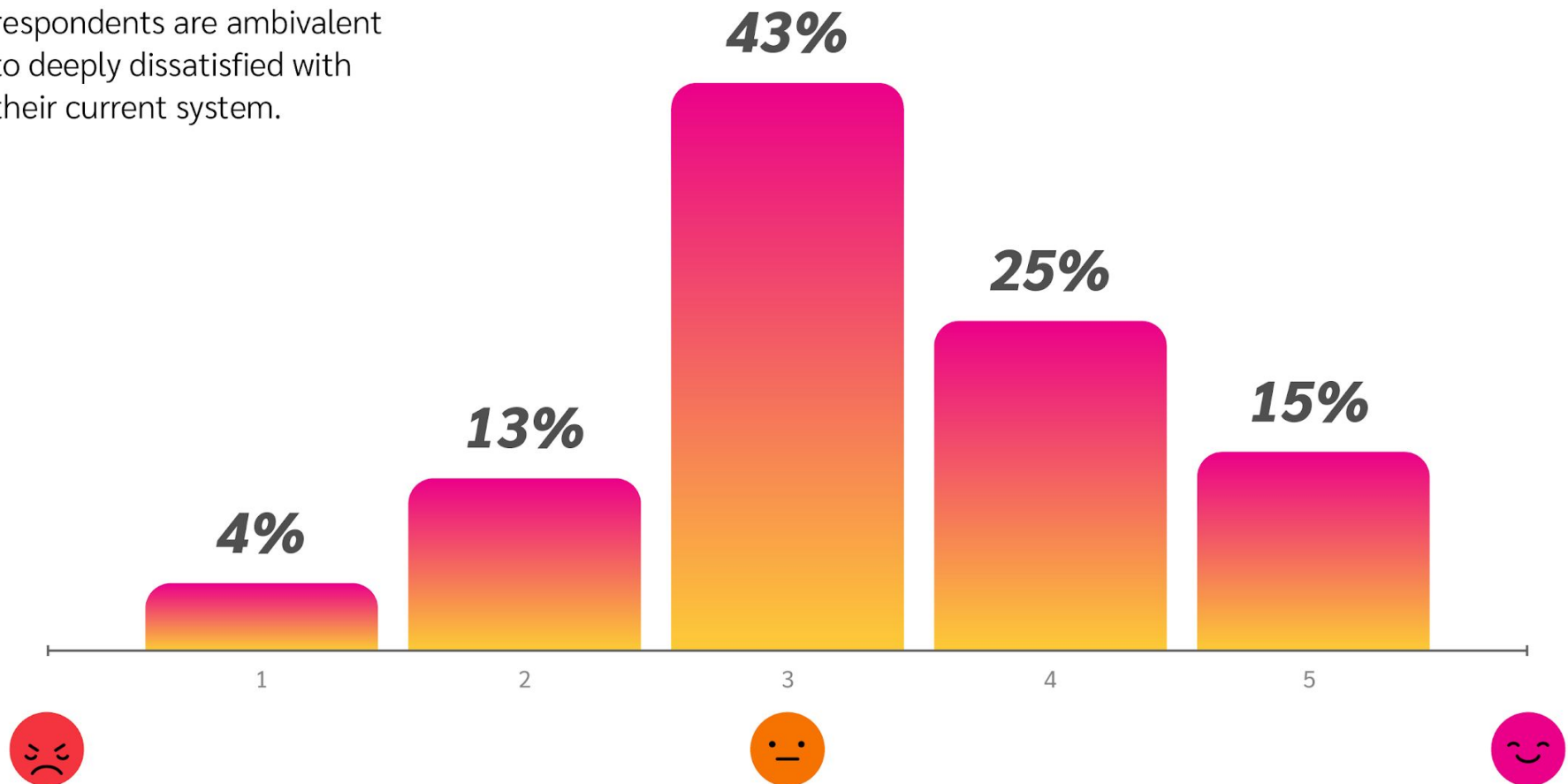
How satisfied are you with your current partner management and tracking method?

Rating scale 1-5

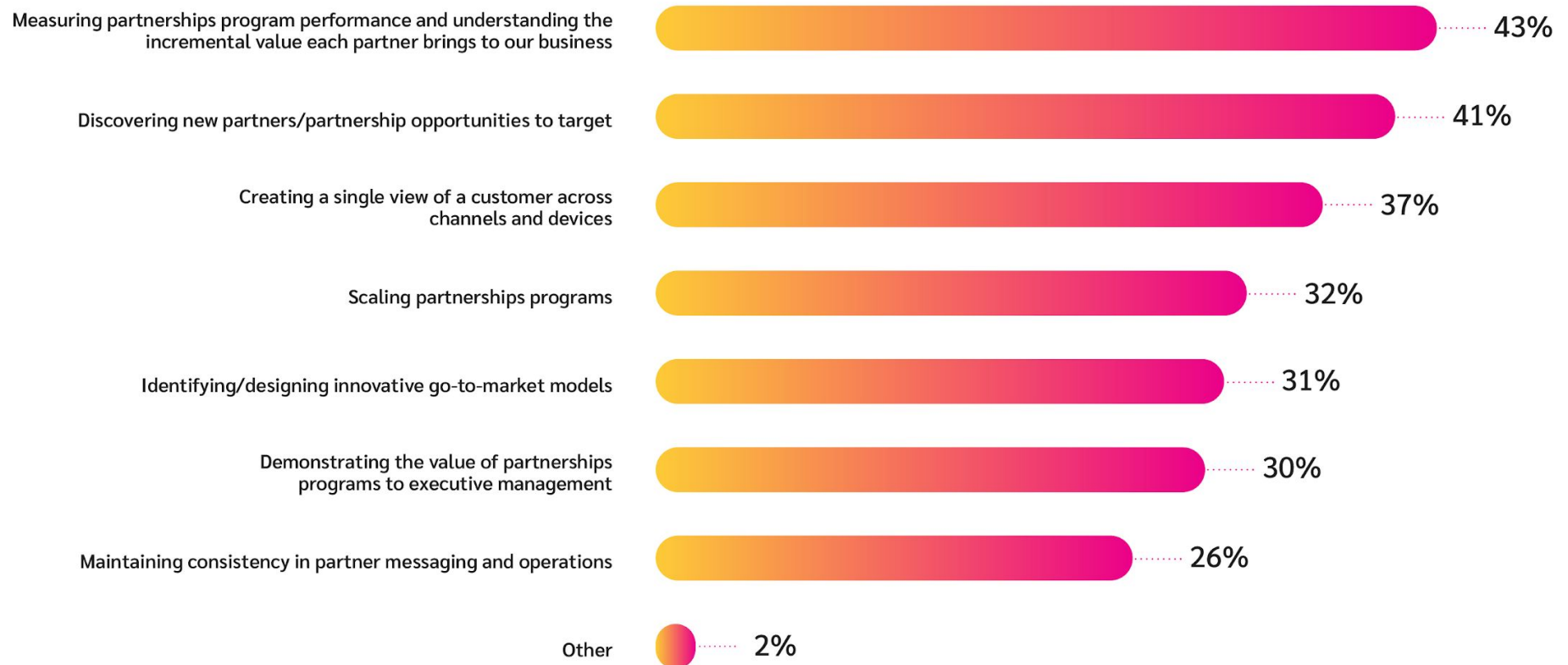
1: Not at all satisfied

5: Highly satisfied

The majority (60 percent) of respondents are ambivalent to deeply dissatisfied with their current system.

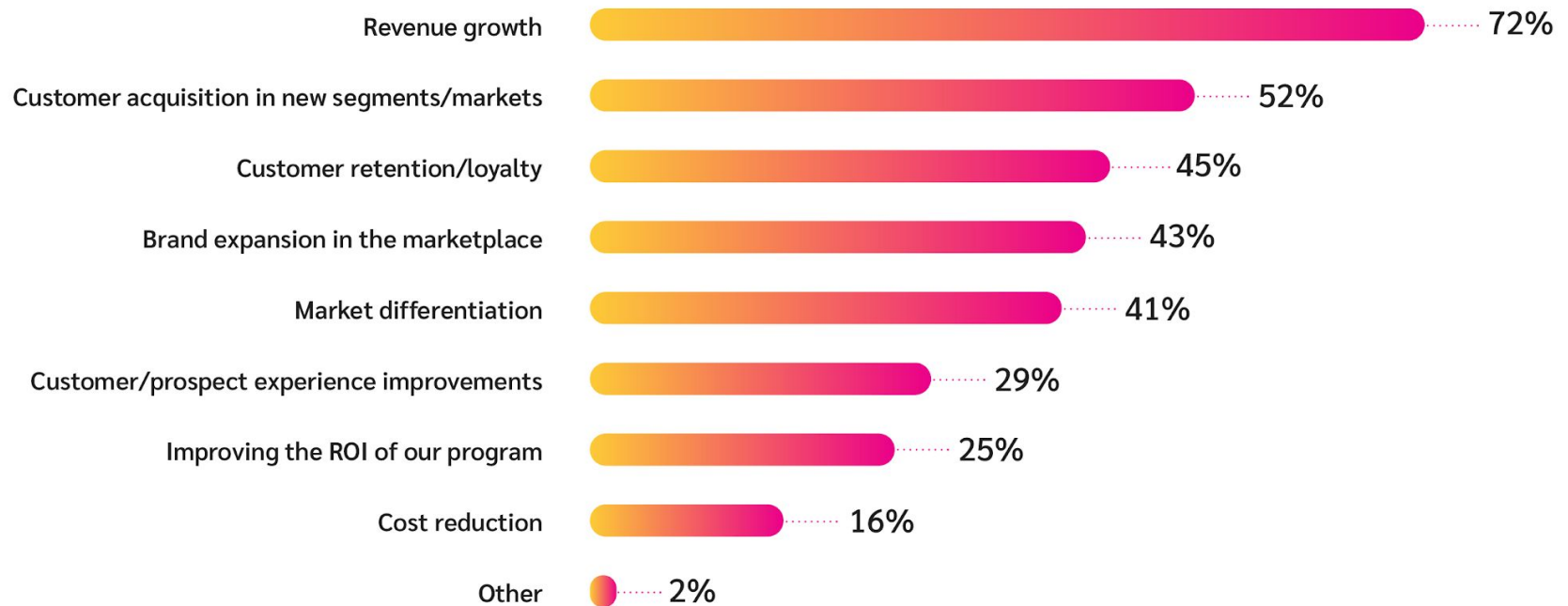


What are your top day-to-day challenges related to managing your partner program?



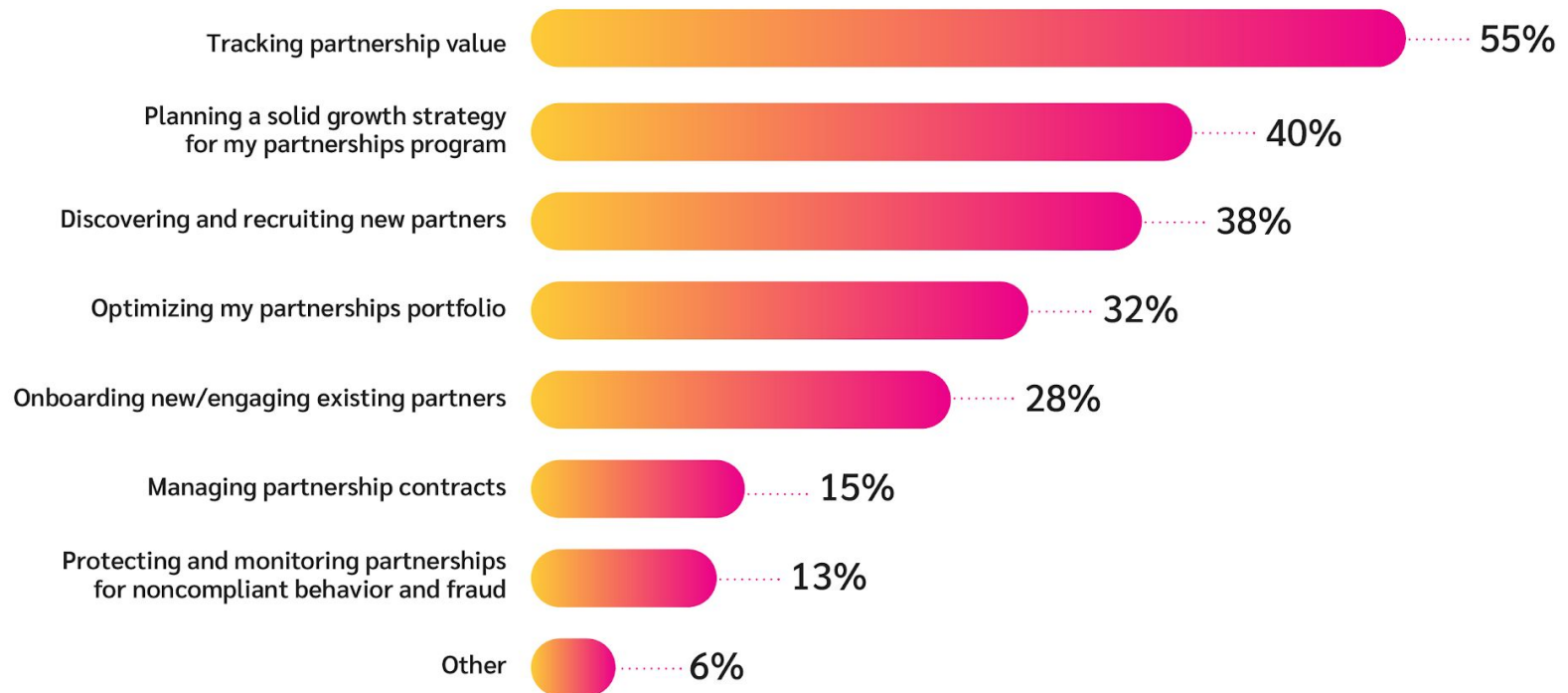
The top three challenges include measuring partner value (43 percent), finding new partners (41 percent), and creating a single customer view across channels and devices (37 percent).

What business goals do you need partners to support in the next 12 to 18 months?



72 percent of respondents consider revenue growth to be the primary job of partners. Respondents also require partner support in four other areas: customer acquisition, customer retention, brand expansion, and market differentiation.

What partnerships program capabilities need to be improved to meet your business goals?



55 percent of respondents cited tracking partner value as a primary capability in meeting business goals. Strategic growth came second (40 percent) while finding/recruiting new partners (38 percent) rounded out the top three capabilities required.

impact.com offers a unified platform that automates the end-to-end workflow of your partnerships so you can manage and optimize them through every stage of the life cycle.

Learn more at

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