

# How to evaluate and optimize your partner relationships

Assessing partner performance to promote program growth.

**Potential partner:**



# Optimizing partner relationships drive program growth

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Your partnerships program exponentially grows when you get more from your existing partnerships. Use this worksheet to evaluate your partner relationships and their performance and discover ways to optimize them.

## Partnership overview

- 1** What are the business objectives for this partnership?
- 2** How long have the brand and partner been collaborating?
- 3** Have you experienced any recent significant changes to this relationship?
- 4** How profitable is this partnership? Where does this partner fall in terms of overall importance?
- 5** How much additional potential does this partnership have? What is this partner's estimated lifetime value?

## Partner performance

**1** Which partner type does this partnership fall into (i.e., coupon, loyalty and deal site, influencer, mass media publisher, mobile app, social impact, strategic business partner)? How is this partner performing relative to others in this partner type?

**2** What role is this partner playing (i.e., introducing, contributing, closing, retention, or combination)? What are the key consumer behaviors this partner should evoke? Are we accurately tracking these behaviors? Is this partner eliciting our desired consumer behaviors? How is this partner performing relative to others in this role?

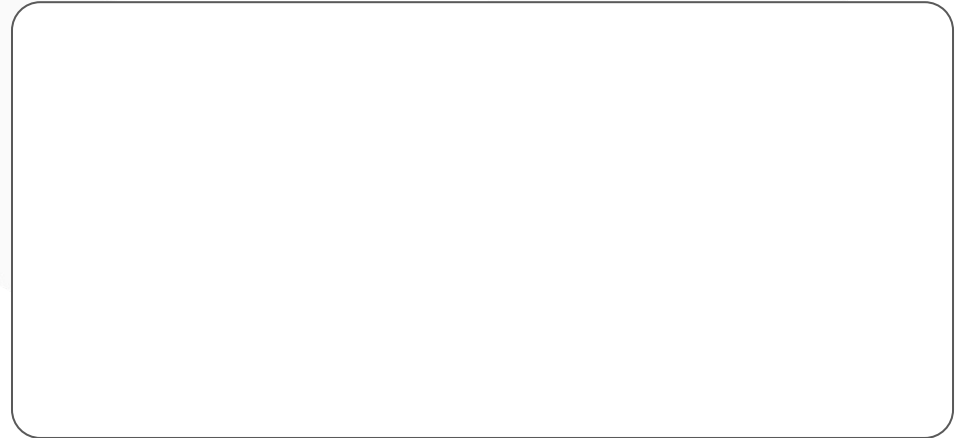
**3** Is this partner creating other benefits (i.e., new customers, high unique factor, assisted revenue, high-profit margins)?

**4** Is this partner regularly in compliance with our brand guidelines and regulations? If not, what steps do you need to take? Is this partner sending fraudulent or low-quality traffic? What should you do about it?

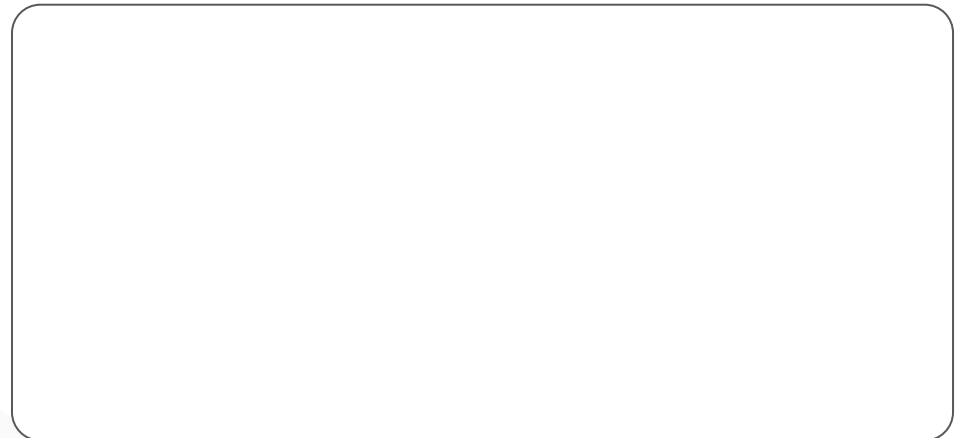
**5** What kind of content is the partner using to promote your brand? Are they finding the ads provided to be enticing for promotion? Or are they creating their tracking and deep links to URLs of their choice?

## Partner commission review

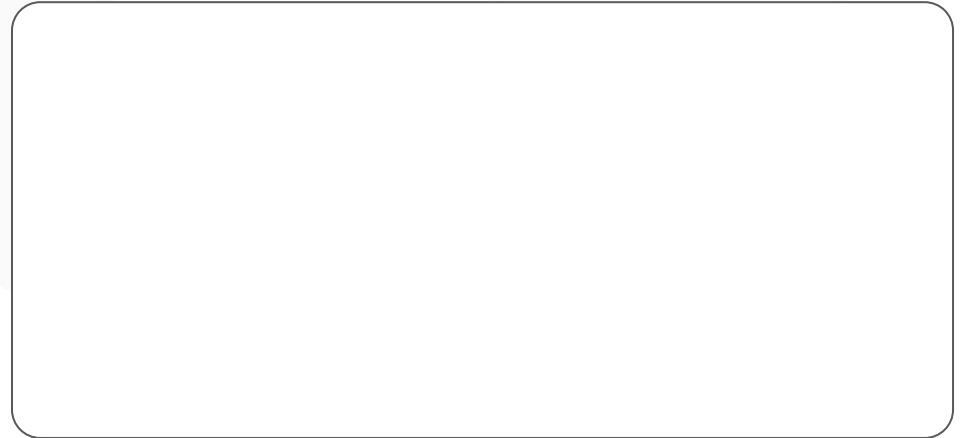
**1** What is our commission structure for this partner? Is it adequately incentivizing the partner to drive actions that lead to the ultimate business objectives for this partnership? Is this structure accurately compensating this partner for the influence they have?



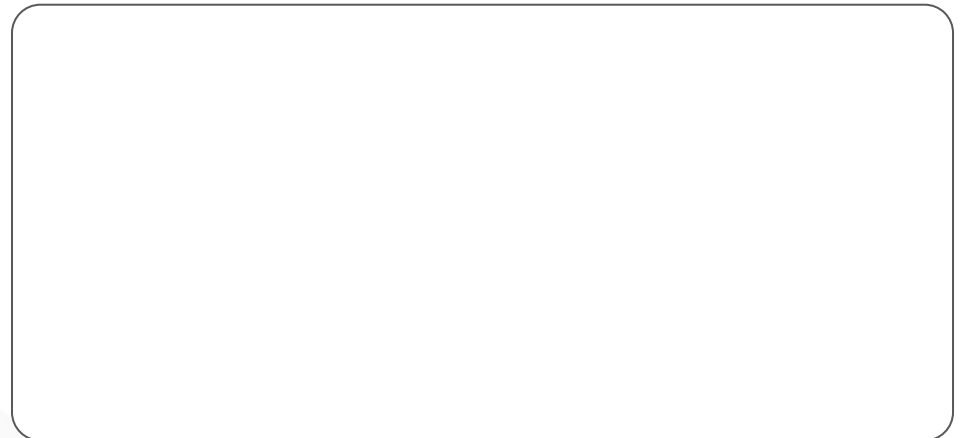
**2** Is this commission competitive with the commission rate of your competitors' programs?



**3** How does their compensation structure compare to other partners in this partner segment and this role? What other benefits are they receiving from this partnership? Is this combination motivating to partners? How do we know?



**4** Are partner commissions being paid in a timely way? If not, how can we improve?



## Collaboration for partner success

**1** What combination of products, creatives, and promotions works well for this partner? What steps can better enable their success in the coming period?

**2** What data do you currently share with this partner, and how often? Is there other data that would enable this partner to optimize their results better?

**3** Is there additional training, mentoring, or ongoing consulting that may help realize this partnership's potential?

**4** Are there other ways to enhance this partner's success? Would this idea be useful to other partners as well?

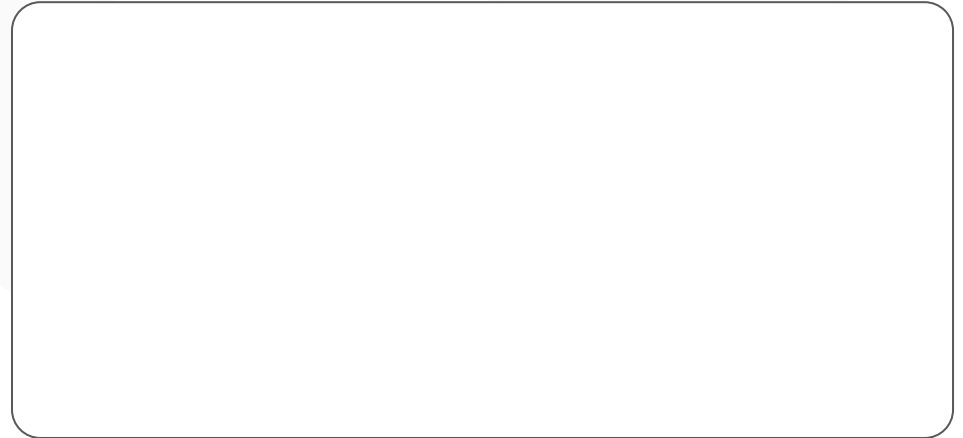
**5** How does this partner rate our Partnership experience (PX)? How might we improve our PX to serve this partner better?

**6** Are there communication strategies for syncing with the partner and understanding their experience with the partnership?

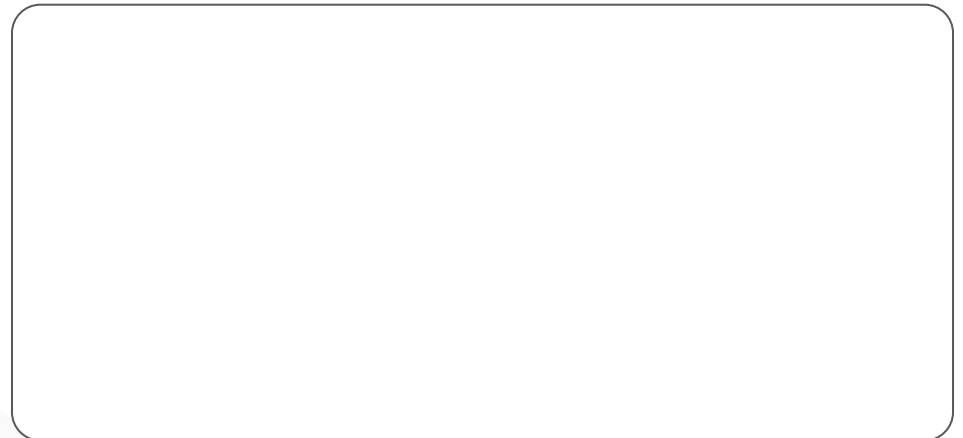


## Action items

- 1 List areas you identified above to optimize your partnership.



- 2 Which optimization efforts will you pursue with this partner first?



## Flourish with the right partners

Partnership program success relies on monitoring partner performance and optimizing new and existing partner relationships. It's a great way to improve growth while ensuring program efficiency. Want to learn more about optimizing your partnerships? Check out these helpful resources from impact.com:

- [Best practices for optimizing your partnerships](#) [ebook]
- [How do you leverage metrics and data to optimize your program?](#) [video]

