



Company:

A US Tech Giant

Target Industry:

Banking & Telecommunication

Target Geography:

North America and EMEA

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How Datamatics Helped a U.S. Tech Giant **Turn** **Partner Chaos into** **Pipeline Gold**



PROBLEM STATEMENT

The client's partner network was characterized by scattered engagement and underutilization, resulting in suboptimal performance and a failure to consistently generate a significant volume of qualified leads.

THE CHALLENGES FACED

The client was facing significant roadblocks in scaling revenue through its partner ecosystem. Despite having an extensive network, there was a lack of support and structure. This resulted in inconsistent lead quality, low partner engagement, and a weak contribution to the sales pipeline.

Additionally, the absence of co-branded initiatives and targeted outreach limited brand visibility and trust within key accounts. The lack of visibility made the situation worse.

THE SOLUTIONS OFFERED

To support our client's goals, Datamatics launched a focused Partner Marketing Program aimed at generating high-quality leads and accelerating pipeline contribution. The initiative, branded as the **Partner Plus Leads Program**, delivered over **2,000 sales ready leads**, leading to a **60% increase in their pipeline contribution**.

To strengthen engagement, we executed **co-branded webinars** in collaboration with strategic partners. These sessions saw **25% average live attendance** and helped add

1,800 new contacts to the ecosystem.

Turning engagement into tangible business outcomes, we facilitated **multiple qualified meetings** with decision-makers through targeted appointment-setting efforts. This hands-on enablement helped **reduce sales cycles by 25%** across the partner network.

We ensured consistent performance tracking through shared dashboards, giving both the client and its partners **real-time visibility** into campaign effectiveness.



SIGNIFICANT ACHIEVEMENTS

60%

increase in their pipeline contribution

2000

sales ready leads

40%

faster lead-to-conversion time reduced from 90 to just 54 days



WHAT THE CLIENT SAID

"We went from flying blind to running a well-oiled partner machine — and Datamatics made it happen faster than we thought possible."

Vice President Marketing