



HOW TO GET DOUBLE-DIGIT GROWTH IN YOUR PARTNERSHIP CHANNEL

As a retailer did you know that your partnership program can be:

- ▶ Your fastest growing channel?
- ▶ A reliable source of new prospects?
- ▶ Or even attract your highest LTV customers?

! Some of our clients see upwards of **20-30% of revenues** generated by their partnership programs!

Those kind of results don't happen by accident, but by design, of course!

? So how does your retail partnership program stack up against the maturity of other programs? How do you choose the best solution to help manage your partnership program and guide you along that road to maturity?

Use this scorecard to find out in 2 minutes!

Proceed through the scorecard and circle the answer that best applies to you. Total it up, and in 2 minutes, you'll know where you stand in terms of your partnership program's maturity!

RATING LEGEND

- 0 NOT AT ALL
- 1 WE CAN. RARELY. WITH A LOT OF BLOOD, SWEAT AND TEARS
- 2 IT DEPENDS... IT'S COMPLICATED
- 3 YES, MOST OF THE TIME
- 4 YES, DEFINITELY

1 INCREMENTALITY
 Identify the true impact of each partner
 Can you properly value the impact of *introducers vs contributors vs closers*?
 CIRCLE ONE: 0 1 2 3 4

2 PARTICIPATION BONUSES
 Allocate payout fairly among multiple partners
 Do you leverage multi-touch attribution models as well as the tools to put insights into action, such as payouts tied to roles specific partners play along the conversion path?
 CIRCLE ONE: 0 1 2 3 4

3 MOBILE OPTIMIZATION
 Extract value from mobile/mobile in app events
 Can you make the most of your mobile app with in-app tracking and deep linking for high-performance app-to-app partnerships?
 CIRCLE ONE: 0 1 2 3 4

4 PARTNER DIVERSITY
 Discover and collaborate with all types of partners
 Can you tailor your partnership communications in a simple, automated, reliable way?
 CIRCLE ONE: 0 1 2 3 4

5 GLOBAL REACH
 Cultivate and facilitate worldwide relationships
 Are you able to recruit globally and locally, receive and send payment in your currency of choice, and manage reporting and invoicing across varying regional regulations?
 CIRCLE ONE: 0 1 2 3 4

6 PROGRAM LIFECYCLE
 Adapt your program based on your overall goals
 Whether your program is mature and stable or it's continually growing, do you feel you have the tools to support its current stage and take it to the next level?
 CIRCLE ONE: 0 1 2 3 4

7 INFLUENCER MANAGEMENT
 Build an influencer program, not just campaigns
 Can you use social listening to scale your influencer recruitment and audit processes?
 CIRCLE ONE: 0 1 2 3 4

8 BESPOKE B2B PARTNERSHIPS
 Spin up highly customized partnerships with other businesses in an agile way
 Can you rapidly customize and audit contracts as well as onboard and activate new and innovative types of strategic B2B partnerships?
 CIRCLE ONE: 0 1 2 3 4

9 PRODUCT CATALOGS
 Strive for seamless data feed management
 Have you integrated your product data feed to take advantage of efficiencies?
 CIRCLE ONE: 0 1 2 3 4

10 FLEXIBLE REPORTING
 Align your program with larger business objectives
 Are you able to present valuable, granular, real-time data in a way that supports all your analysis needs?
 CIRCLE ONE: 0 1 2 3 4

11 PRODUCT-LEVEL OPTIMIZATION
 Credit and commission strategic products
 Are you able to tap into product-level insights, along with the product-level control for crediting and commissioning?
 CIRCLE ONE: 0 1 2 3 4

12 PERFORMANCE FRAUD
 Only compensate partners who had an impact
 Are you able to detect when you are getting fake or organic sign-ups, installs, purchases, or applications and minimize chargebacks?
 CIRCLE ONE: 0 1 2 3 4

13 PROMO CODE ALIGNMENT
 Track and credit with confidence
 Can you reliably and flexibly provide your partners with unique promo codes for scalable tracking?
 CIRCLE ONE: 0 1 2 3 4

SCORING

Add up the numbers in each circled response. Write your score in the box on the right, and compare your score to the ranges below to determine your next steps for finding the right partner!

YOUR SCORE

- 0-20** Your process or technology may be getting in the way of what your partnership team needs to get the job done. To unleash your partnership team's true potential, shop around for a partnership platform that truly understands retail and improves your team's productivity by enabling more streamlined processes to achieve more.
- 21-31** You're getting stuff done, but in today's hyper-competitive retail environment, you'll need more mature processes along with a platform that helps you shine and really accelerate your path toward significant growth.
- 32-42** You're doing well, but there are still big opportunities to fix suboptimal processes and bridge some important gaps in what your platform does and what your team can achieve. Where are your key gaps, and what can you do to bridge them?
- 43-52** Congratulations, you're on the right track and are charging forward with wind at your back! Set the right course—don't stop improving (there's always an opportunity to do some things better). You should be making strong headway in driving significant, steady growth for your business. If you're not there already, you soon will be!