

# How to evaluate and optimize your partnership program

Use this worksheet to assess program performance to drive partnership growth



## Current performance

**1** What is your partner program KPIs? Are there additional program metrics and/or KPIs you may want to address?

**2** What is your program performance baseline? How does your baseline performance vary by day, week, month, and season?

**3** How is your program KPIs currently trending? Which partner segments are doing well, and which aren't? What can you do to capitalize on successes and shore up any shortfalls?

**4** Are there specific partners that have performed well in the past but are not currently performing as well? What could be the underlying reasons? Are there steps to get them back on track?

## Current performance (cont.)

**5** Are there specific top-performing partners and/or partner segments? What are the reasons for their success? Are there ways to continue to support their growth?

**6** What do the insights from current performance suggest about the type of partners to recruit in the future?

## Partner portfolio mix

**1** What roles are partners playing along your customer journey (introducers, contributors, closers, retainers)? Are there gaps? If so, what partner types/segments could you recruit to fill those gaps in the customer journey?

**2** What types of partners are your competitors engaging with? What can you learn from their strategies? Are there partners that your competitors use that you should try to recruit into your program?

**3** Which specific partners are providing incremental value based on your multi-touch attribution model? Which ones aren't? For those performing well, how can you improve contract terms or increase collaboration to drive more of their traffic? How can you turn it around with those who aren't performing well? Or should you remove them from your program?

## Partner portfolio mix (cont.)

**4** What types of partners are your competitors engaging with? What can you learn from their strategies? Are there partners that your competitors use that you should try to recruit into your program?

**5** What percentage of your partners drive 80 percent of program revenues? Are there opportunities to grow mid-tier of partners to reduce concentration risk? Does a specific partner segment/type drive most of your program revenues? If so, what other partner types can you consider for your program's expansion?

**6** What is your relationship like with the long-tail partners in your program? Do they have everything they need to promote your brand? Can you identify the top three long-tail partners to nurture and foster growth?

## Marketing mix

**1** How do your partnerships contribute to your customer journeys alongside different marketing channels?

**2** Is the value that your partnership program delivers incremental to other marketing channels? How do you know this? Do you have multi-channel reporting to prove your program's value?

**3** Does your partnership program provide synergies with other marketing channels? In other words, does your partnership program lift the performance of other channels?

**4** How does your partnership program's ROI compare to other marketing channels? Are there opportunities to redirect the budget from low ROI marketing channels to higher ROI partnership channels?

## Marketing mix (cont.)

**5** What other marketing channels assist in closing opportunities introduced by the partnership program?

**6** When your partnership program drives valuable upper-funnel traffic, are there opportunities to leverage other marketing channels (for example, retargeted display ads or social ads) to assist?

## Action items

List the opportunities you identified above to improve your partnership program.

Which opportunities will you pursue first?

## Kickstart your partnership program growth

Optimizing your partnerships is essential to maximizing your return from this powerful channel. Want to learn more about growing your partnership?

Check out these impact.com resources for additional help:

- [How to manage a successful affiliate program today](#)  
[ebook]
- [5 powerful steps to build winner partnerships](#)  
[infographic]

