





# How to effectively measure your partnership programs

A step-by-step  
implementation  
guide



## Step 1: Why optimize your partnership measurement?

- 1 Map your existing attribution model and identify gaps
- 2 Document how partnership value is currently measured
- 3 List all tools and data sources currently in use
- 4 Review recent partner compensation decisions
- 5 Analyze historical measurement challenges



## Step 2: Build your measurement infrastructure

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### Implement contribution analysis capabilities

Track partner participation across the entire customer journey



Monitor both direct and assisted conversions



Measure cross-channel interaction effects



## Step 2: Build your measurement infrastructure

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### Deploy cross-channel tracking

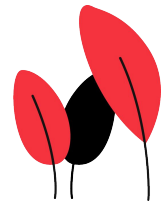
Integrate online and offline touchpoints



Connect mobile and desktop journeys



Link social discovery to conversion paths



## Step 2: Build your measurement infrastructure

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### Establish value measurement frameworks

Set up partner-specific attribution windows

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Create custom reporting dashboards

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Define incrementality metrics for different partner types

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## Step 3: Optimize your measurement strategy

### Short-term actions (Next 90 days)

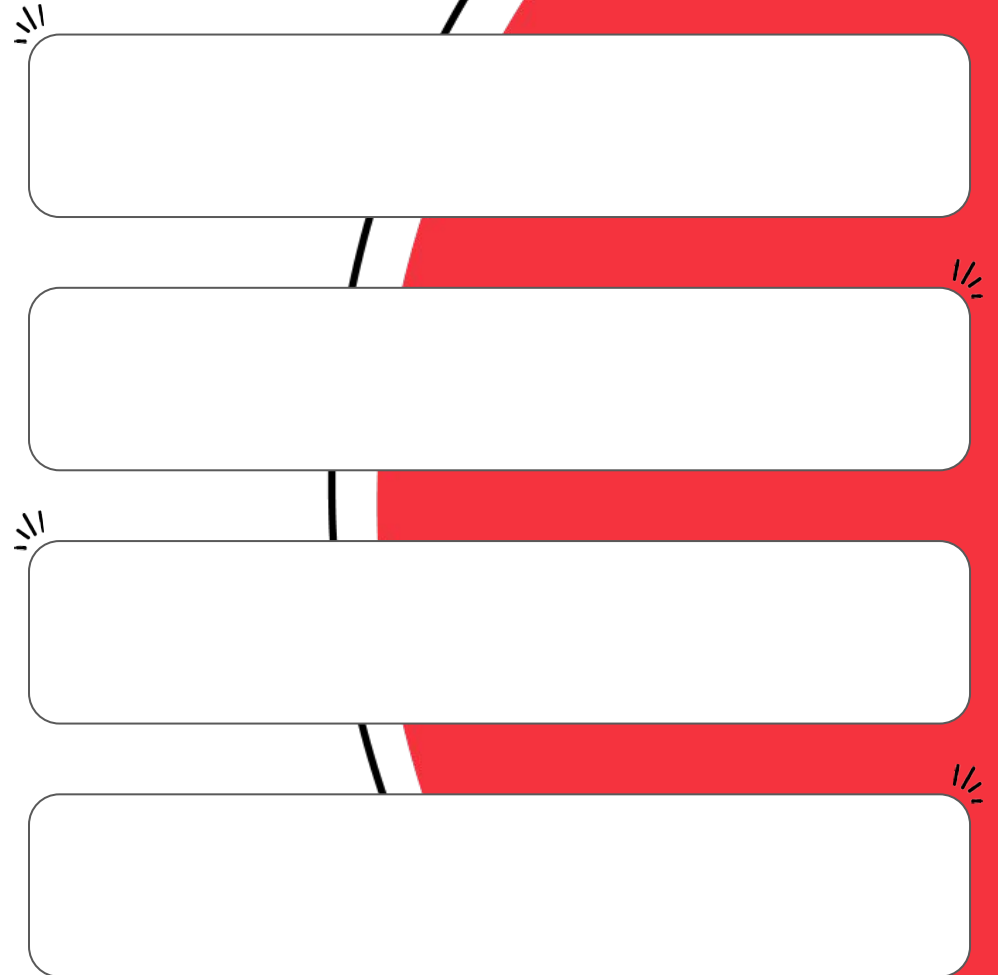
- 1 Begin capturing total partnership touchpoints using contribution analysis
- 2 Implement multi-touch attribution for key partners
- 3 Start tracking long-term content value
- 4 Integrate mobile measurement capabilities

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## Step 3: Optimize your measurement strategy

Medium-term focus (3-6 months)

- 1 Develop partner-specific measurement frameworks
- 2 Create custom reporting for different partner types
- 3 Establish cross-channel synergy metrics
- 4 Build partnership value prediction models



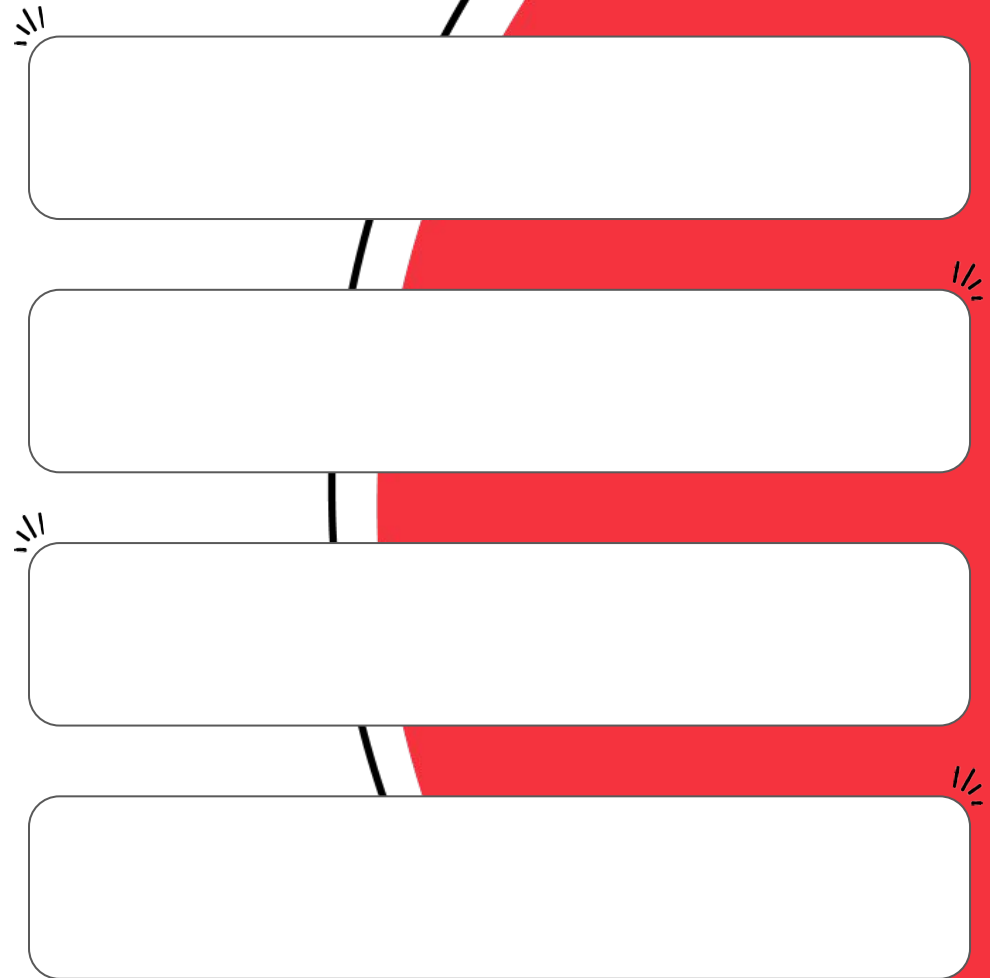
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## Step 3: Optimize your measurement strategy

### Long-term investment (6-12 months)

- 1 Advanced incrementality modeling
- 2 Predictive analytics for partner value
- 3 AI-powered attribution optimization
- 4 Real-time measurement capabilities





## Step 3: Optimize your measurement strategy

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### Resource allocation framework

*Technology investment*

Attribution platform upgrades

Data integration tools

Mobile measurement solutions

Cross-channel tracking capabilities

## Step 3: Optimize your measurement strategy

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*Team capabilities*

Attribution modeling expertise

Data analysis skills

Partner value assessment

Cross-channel measurement



## Step 3: Optimize your measurement strategy

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*Process development*

Regular measurement reviews

Partner performance assessment

Value optimization protocols

Continuous improvement cycles

## Step 3: Optimize your measurement strategy

*Success metrics*

Partner contribution visibility

Attribution accuracy

Revenue optimization

Resource allocation efficiency

By following this framework, organizations can systematically improve their partnership measurement capabilities while ensuring each investment drives concrete business value