

Partners get more lemonade, even in a lemon economy.

Channel partners in our program outperform other partners by almost 2.5X, even when the odds are stacked against them!

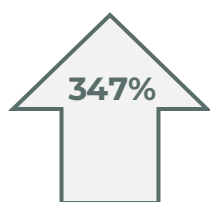
Even in a sour market, channel partners active in our program drink plenty of sweet revenue!

Our client's data shows that continued investment in through-channel marketing (TCM) programs during unpredictable economic climates is crucial to partners' stability.

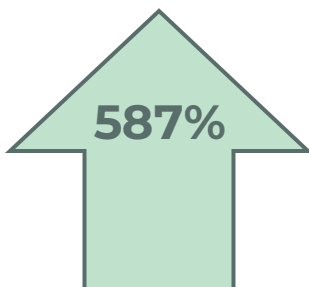
The data showed that in Q1FY20 and Q1FY21, partners in the OneAffiniti program had **240%** or nearly **2.5X higher** average sales than other partners!

In difficult times, businesses usually slash marketing budgets first in an effort to reduce costs and save their bottom line. When our client continued funding their program, however, their partners benefitted – and so did they. With support from their vendor, partners consistently engaged customers, increased market share, and **got more revenue**. When the economy gives you lemons, OneAffiniti TCM programs yield lemonade in the form of a sales boost.

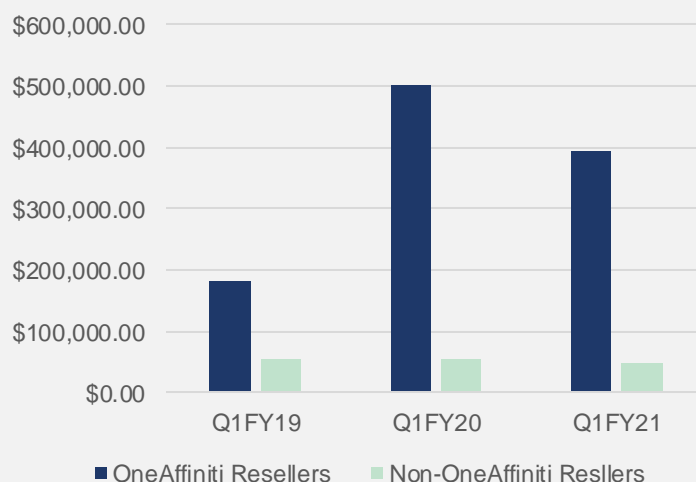
Selected resellers sold **347%** more than other resellers on avg before joining the program.



After joining the program, selected resellers sold **587%** more than other resellers on avg, a **240%** increase.

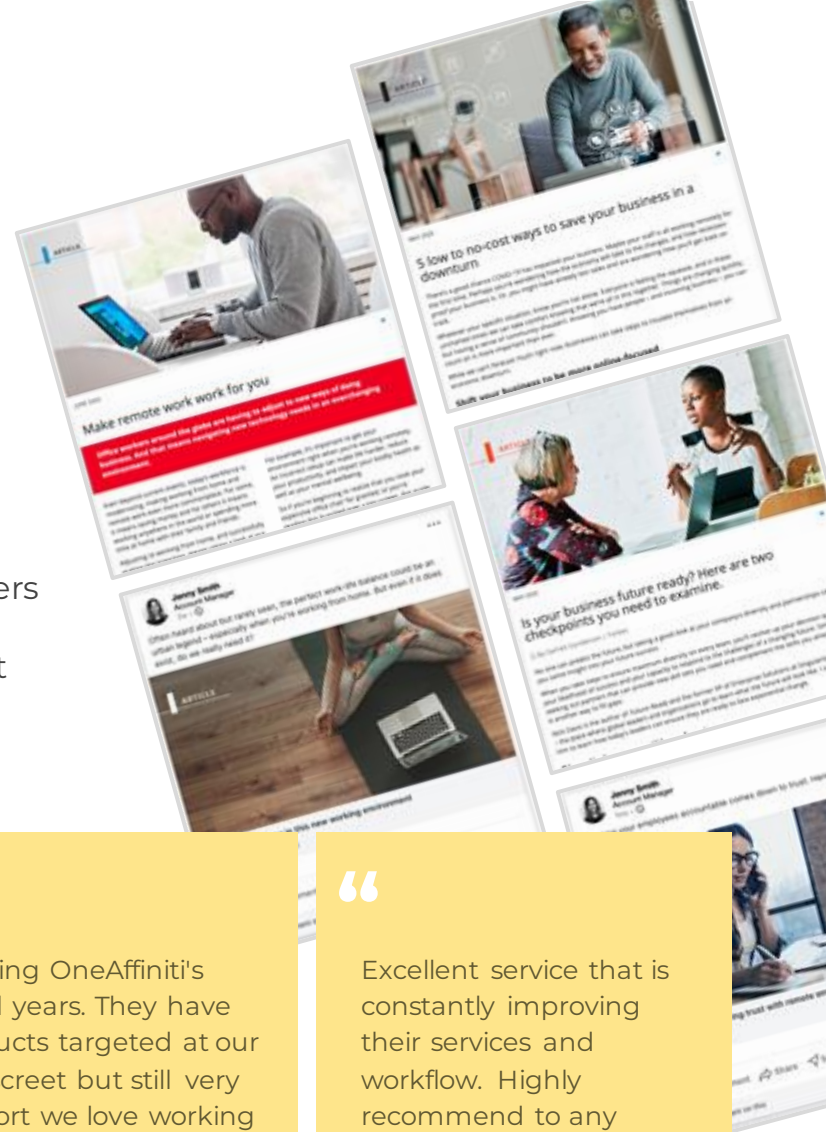


Channel Partners' Avg Sales Q1 YoY



Our program provides stability, flexibility and consistency

In addition to more stability, channel partners on our program were **delighted** by their ability to easily send topical, highly-relevant content to their prospects.



“

My company benefits from the exposure of tech articles and product offerings month after month. It's a great gig!”

- Mark C. from
CNC Systems Inc.

“

We have been using OneAffiniti's service for several years. They have articles and products targeted at our client mix, are discreet but still very personable, in short we love working with them. I'd recommend them to both vendors and VARs/MSPs as I have no doubt they can produce results for you as well.”

- Randy D. from
Iron Oak IT

“

Excellent service that is constantly improving their services and workflow. Highly recommend to any organization. “

- **Computer Business**

Scalable through-channel marketing programs, amplifying growth for brands & partners

Get in touch:



David DelBene



(512) 298-9153



david_delbene@oneaffiniti.com



www.oneaffiniti.com

About OneAffiniti

Our unique combination of technology, people, data and services drive more than 80% monthly partner participation and 22:1 ROI on attributable sales. This also enables us to provide valuable end-user and partner insights to you.

Our multi-platform marketing campaigns feature world-class industry and product content to engage with channel partners' audience, showcasing their expertise and keeping them top of mind.