

THE BENEFITS OF Through-Partner Marketing Automation



EFFICIENT USE OF MARKETING BUDGET

Efficiently use your marketing budget across dozens, hundreds, or thousands of partners who need your help to get them in front of more customers. Re-allocate MDF for better utilization and return.



PROVE YOUR VALUE

Analytics and reporting enable you to better measure and communicate your marketing results internally and to your partners.



CONTROL THE DIGITAL CUSTOMER JOURNEY

Control the customer journey through the partner experience, with your brand always front and center.



BUILD LOYALTY

Create "stickiness" with partners. Our research shows that partners who participate in Through-Partner Marketing programs report higher loyalty, and have higher revenue growth rates.



GROW REVENUE

When you include more partners, you expand your reach to more customers. Your addressable market grows, and so does your revenue.



CHOOSE THROUGH-PARTNER MARKETING MANAGED SERVICES

Get to market months faster with managed services from AscendX Digital. No martech platform to learn or purchase. No disruption or risk when your staff turns over. Only pay for the services you use.



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