

IMPARTNER
PRESENTS

partnership excellence awards

MULTIPLY

impartnercon world tour

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1 **BEST IN PARTNER ENGAGEMENT**

This award honors an individual or team that has shown outstanding commitment to partner engagement, excelling in areas like onboarding, training, communication, and workflow integration. Through a comprehensive, partner-centric approach, this organization has strengthened relationships and driven collective success across the ecosystem.

award criteria

× **COMPREHENSIVE ENGAGEMENT:**

Exceptional engagement throughout the partner journey, covering onboarding, training, and communication.

× **PARTNER-CENTRIC APPROACH:**

Demonstrates a clear priority on partner empowerment and success.

× **MEASURABLE IMPACT:** Evidence of quantifiable results from engagement initiatives, such as increased portal logins or lead generation.

× **INNOVATION:** Adoption of creative strategies that enhance the partner experience at multiple touchpoints.

We recommend including data on metrics like indirect revenue percentage, partner-led renewal rates, indirect quota coverage, etc.

SUBMIT NOMINATION



2 **BEST PARTNER ROI IMPACT**

This award celebrates an individual or team that has delivered outstanding ROI through strategic collaboration. It recognizes excellence in joint planning, resource management, and successful execution that has led to measurable outcomes like increased revenue, cost savings, or improved efficiencies.

award criteria

- × **EXCEPTIONAL ROI RESULTS:**
Partnerships that achieved notable ROI, exceeding industry benchmarks or historical results.
- × **STRATEGIC PLANNING:** A clear, well-aligned strategy that supports both partners' goals.
- × **EFFICIENT RESOURCE ALLOCATION:** Effective management of resources, including time, personnel, and finances.
- × **SUCCESSFUL EXECUTION:**
Demonstrated ability to execute initiatives with strong project management.
- × **MEASURABLE OUTCOMES:**
Quantifiable benefits, such as revenue growth, cost reduction, or operational improvements.

We recommend including data on metrics like indirect revenue percentage, partner-led renewal rates, indirect quota coverage, etc.

SUBMIT NOMINATION



3 **BEST USE OF DATA**

This award celebrates an individual or team that excels in leveraging data-driven insights to drive impactful outcomes. Recognized for effective data collection, analysis, and application, this partner has demonstrated innovative solutions, improved efficiency, and gained a competitive edge through data-informed strategies.

award criteria

- × **EXCEPTIONAL DATA UTILIZATION:** Demonstrates strategic use of data to guide decisions and optimize performance.
- × **DATA COLLECTION AND ANALYSIS:** Effective processes for collecting, analyzing, and interpreting data to generate insights.
- × **IMPACTFUL RESULTS:** Tangible outcomes achieved through data use, including innovation, efficiency, and competitive advantage.
- × **INTEGRATION OF DATA-DRIVEN APPROACHES:** Broad application of data insights across various operations.
- × **QUALITY OF ANALYSIS:** Rigorous analysis contributing to meaningful insights and performance improvements.

We recommend including data on metrics like indirect revenue percentage, partner-led renewal rates, indirect quota coverage, etc.

SUBMIT NOMINATION



4 **BEST REFERRAL / AFFILIATE STRATEGY**

This award honors an individual or team that has demonstrated exceptional effectiveness in executing a strategic affiliate program. Recognized for their ability to select and nurture affiliate relationships, implement creative campaigns, and drive significant revenue growth, this team has maximized the power of affiliate partnerships to expand reach and boost customer acquisition.

award criteria

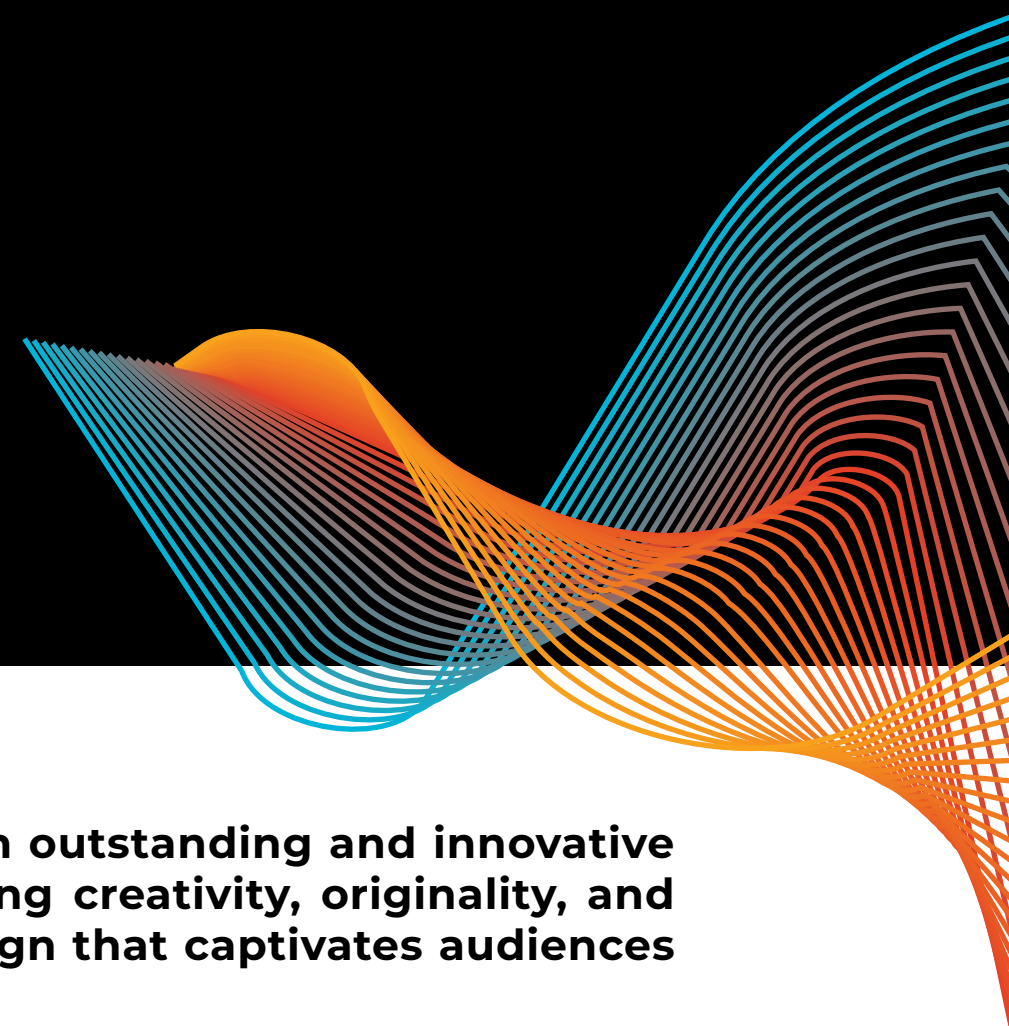
- × **CREATIVE PROMOTIONAL CAMPAIGNS:** Innovative campaigns that drive engagement and results.
- × **REVENUE GROWTH:** Significant revenue increase attributed to affiliate strategy.
- × **LEVERAGING AFFILIATE STRENGTHS:** Effective use of affiliate advantages to expand reach and brand visibility.
- × **EXCEPTIONAL STRATEGY EXECUTION:** Effective and impactful execution of a referral or affiliate strategy.
- × **AFFILIATE RELATIONSHIP MANAGEMENT:** Strong selection and nurturing of affiliate relationships for mutual benefit.

We recommend including data on metrics like indirect revenue percentage, partner-led renewal rates, indirect quota coverage, etc.

SUBMIT NOMINATION



5 ***MOST CREATIVE CO-MARKETING CAMPAIGN***



This award recognizes an individual or team that has executed an outstanding and innovative co-marketing campaign, achieving exceptional results. Celebrating creativity, originality, and strategic thinking, the recipient has crafted a memorable campaign that captivates audiences and stands out from the competition.

award criteria

- × ***OUTSTANDING CAMPAIGN:***
Campaigns that showcase exceptional innovation and achieve remarkable results.
- × ***CREATIVITY AND ORIGINALITY:***
Fresh and unique perspectives that engage the target audience.
- × ***STRATEGIC THINKING:*** Evidence of careful planning and execution aligned with specific goals.
- × ***COMPELLING STORYTELLING:***
Quality conceptualization that effectively resonates with the audience.
- × ***ENGAGING MARKETING TACTICS:***
Use of innovative methods to captivate audiences and drive results.

We recommend including data on metrics like indirect revenue percentage, partner-led renewal rates, indirect quota coverage, etc.

SUBMIT NOMINATION



6 **BEST USE OF PARTNER MARKETING**

This award honors an individual or team that has excelled in leveraging digital marketing strategies and technologies to achieve successful marketing outcomes. This category celebrates partnerships that effectively utilize digital platforms, tools, and techniques to drive joint marketing initiatives, engage target audiences, and deliver measurable success.

award criteria

- × **EXCEPTIONAL EFFECTIVENESS IN DIGITAL MARKETING:** Evidence of how digital marketing strategies significantly contribute to achieving partnership goals.
- × **LEVERAGING DIGITAL PLATFORMS AND TOOLS:** Evaluation of the partnership's use of digital platforms and techniques to expand reach and engage target audiences.
- × **INNOVATIVE DIGITAL MARKETING CAMPAIGNS:** Quality and originality of campaigns that stand out for their creativity and effectiveness.
- × **MEASURABLE IMPACT:** Tangible evidence of the impact of digital marketing strategies on the partnership's success.

We recommend including data on metrics like indirect revenue percentage, partner-led renewal rates, indirect quota coverage, etc.

SUBMIT NOMINATION



7 **CREATIVE EXCELLENCE IN PARTNER INCENTIVES**

This award celebrates an individual or team that has showcased exceptional creativity and ingenuity in utilizing market development funds (MDF) or incentives to drive remarkable outcomes. Recipients will have leveraged MDF or incentives in innovative ways to motivate partners, enhance collaboration, and achieve successful results. The recipient exemplifies excellence in designing and implementing impactful MDF or incentive programs that effectively support partner growth, accelerate sales, and foster mutual success.

award criteria

- × **EXCEPTIONAL CREATIVITY IN MDF/ INCENTIVE UTILIZATION:** Demonstrate creative approaches to using MDF or incentives beyond traditional applications.
- × **IMPACTFUL SUPPORT FOR PARTNER GROWTH:** Evidence of how the MDF or incentive programs have accelerated partner sales and contributed to their overall success.
- × **INNOVATIVE PROGRAM DESIGN AND IMPLEMENTATION:** Evaluation of the effectiveness in designing and implementing innovative MDF or incentive programs that incentivize partners and enhance collaboration.
- × **MEASURABLE OUTCOMES:** Tangible results achieved through the creative use of MDF or incentives, demonstrating remarkable success for both partners.

We recommend including data on metrics like indirect revenue percentage, partner-led renewal rates, indirect quota coverage, etc.

SUBMIT NOMINATION



8

PARTNER EXPERIENCE EXCELLENCE AWARD

This award celebrates an individual or team that has prioritized partner experience at the forefront of their partner strategy. This award recognizes organizations or teams that have seamlessly integrated partner-centric approaches across every touchpoint of the partner lifecycle, ensuring a smooth and empowering journey for their partners. The recipient has demonstrated commitment to enhancing partner interactions, fostering collaboration, and providing a competitive edge for both partners and their organization. Through their dedication, they have not only elevated the partner experience but have also achieved remarkable success in their partner ecosystem.

award criteria

× ***PRIORITIZATION OF
PARTNER EXPERIENCE:***

Showcase how partner experience is prioritized within the company's partnership strategy, looking for a focus on partner-centric excellence.

× ***COMMITMENT TO ENHANCING
PARTNER INTERACTIONS:*** Assessment of the organization's dedication to enhancing partner interactions, including fostering collaboration, open communication, and a smooth partner journey.

× ***ACHIEVEMENT OF SUCCESS:***

How the commitment to enhancing partner experience has resulted in success in partner initiatives, with measurable outcomes demonstrating the positive impact of partner-centricity.

We recommend including data on metrics like indirect revenue percentage, partner-led renewal rates, indirect quota coverage, etc.

SUBMIT NOMINATION

9 **BEST PARTNER ONBOARDING EXPERIENCE**

This award recognizes an individual or team that has successfully leveraged Impartner's Journey Builder to create an exceptional onboarding program, ensuring a seamless and engaging experience for new partners. This esteemed award celebrates organizations that have utilized Journey Builder to curate every step of the partner onboarding journey, driving higher engagement and faster revenue generation from the outset. The recipient has demonstrated a commitment to enhancing partner interactions through innovative onboarding strategies, leading to significant improvements in partner satisfaction and performance.

award criteria

- × **MEASURABLE IMPACT ON PARTNER SUCCESS:** Evaluation of the tangible outcomes resulting from the onboarding process, including metrics related to partner satisfaction, engagement, or retention rates.
- × **EFFECTIVE ONBOARDING PROGRAM DESIGN:** Showcase the quality and comprehensiveness of the onboarding program created using Impartner's Journey Builder.
- × **SEAMLESS INTEGRATION OF TRAINING AND RESOURCES:** Assessment of how effectively the organization has utilized Journey Builder to integrate training materials, resources, and support systems, facilitating a smooth onboarding process for new partners

We recommend including data on metrics like indirect revenue percentage, partner-led renewal rates, indirect quota coverage, etc.

SUBMIT NOMINATION



10 ***MOST INNOVATIVE PARTNER ENABLEMENT STRATEGY***



This award recognizes an individual or team that has demonstrated exceptional creativity and effectiveness in empowering partners with the knowledge, tools, and resources needed for success. This award celebrates organizations that have pushed the boundaries of traditional enablement approaches, crafting dynamic programs that foster skill development, product knowledge, and deeper engagement. The recipient has showcased an innovative partner enablement strategy that drives impactful results, strengthens partner relationships, and equips partners to thrive in a competitive landscape.

award criteria

× ***CREATIVE ENABLEMENT***

APPROACHES: Showcase the uniqueness of the enablement strategy, looking for fresh methods that go beyond conventional training and support.

× ***COMPREHENSIVE RESOURCE***

PROVISION: Assessment of how the organization has provided partners with accessible, relevant resources that enhance their capabilities.

× ***EMPOWERMENT THROUGH TECH:***

Consideration of how Impartner or other tech tools has been leveraged to make enablement resources more accessible, interactive, and impactful.

× ***MEASURABLE IMPACT ON***

PARTNER SUCCESS: Evaluation of tangible outcomes, such as increased partner productivity, engagement, and sales performance, resulting from the enablement strategy.

We recommend including data on metrics like indirect revenue percentage, partner-led renewal rates, indirect quota coverage, etc.

SUBMIT NOMINATION

