

Measure Channel Performance



How KPIs help you monitor your channel partner revenue and productivity growth

Sustainable expansion demands effective analysis. When working with channel partners, focusing on these KPIs will result in optimum performance among them and growth for your sales & marketing efforts–

Gross margin to cost ratio



Focus on optimizing incentives for those channel partners who amplify the ratio of revenue generated against incentive rewards spend.



Effective incentive programs lead to as much as
21x revenue
against incentive spending.



With Fielo, companies register a
78x gross margin
for each dollar spent on incentives.

Revenue uplift driven by training



Incentivizing channel partners for training ensures product knowledge and on-spot customer servicing. Improve the quality of the training programs in place and leverage their potential to influence revenue.



Partners that participate in training activities
sell 23% more
than those that don't.



Regular training generates
50% higher net sales
per channel partner.

Level of engagement



Recognizing behaviors of various channel partners and incentivizing them will increase engagement level and mindshare with a channel partner for increased productivity.



Engaging with channel partners reduces the period for reaching optimal productivity by
50% or more.



With Fielo, companies witness more than
15 interactions
per month per channel partner.