

Expanding Local Marketing Research



How Distributed Marketing Automation Boosts Your Marketing-generated Revenue

Engaging channel partners in your marketing initiatives can be a potent gateway to sustained business growth. However, managing channel partners comes with complicated challenges.

- **92% of companies** that haven't mastered channel partner marketing are concerned about sharing company assets and intellectual property.
- **54% of channel partners** remain in the lowest levels of marketing maturity. In other words, they are not engaged in the process of customer acquisition or retention through strategic marketing efforts.

Distributed Marketing Automation for powerful customization

Distributed marketing automation allows businesses to build expansive yet controlled marketing strategies by actively engaging their channel partners.



1 Pre-approved marketing assets

Equip your partners with pre-defined and approved marketing collateral, resources, and standardized templates to localize their marketing communications.

72% of customers will admittedly only engage with personalized messaging

2 Next-level personalization

Improve customer engagement by enabling your channel partners to personalize marketing campaigns, co-brand assets, and bring a granular level of

68% of consumers are able to make buying decisions without speaking to a sales representative after seeing a co-branded campaign

3 Multichannel/Omnichannel support

Expand the range of marketing assets that can be personalized and leveraged by your channel partners for exponential business growth



4 Ensure brand consistency

Distributed marketing empowers businesses to streamline brand consistency by controlling the level of customization across marketing collateral

Consistent brand presentation can increase revenue by as much as 23%.

Benefits of Distributed Marketing Automation for industries



1 Travel

- Travel & Hospitality marketers personalize **63% of their email communications** to individual customers
- Less than **50% of consumers believe** travel brands know them or are sending **relevant communications**, and less than 50% of consumers believe travel brand communications are relevant to them