

# 2020 SPRING

## CUSTOMER SUCCESS REPORT



### **PARTNER MARKETING SOFTWARE CATEGORY**





# PARTNER MARKETING SOFTWARE OVERVIEW

Partner marketing software gives your business the needed features to track sales affiliates and partners, and for your partners to get support and communicate with your company. The platform presents a private portal for every partner, in which they can access campaign materials, documents, deals, opportunities, and market development funds (MDF).

Channel sales managers can use partner marketing software to develop closer relationships with channel sales partners like value-added resellers (VAR) and specialty retailers. The system helps to distribute funds and opportunities fairly, monitor success and activities, and provide assurance to the partners that your company is not hogging their leads. In addition, the platform can assist to track details like compliance with regulations, contractual terms and conditions, and loyalty and incentive rewards.

# Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

## Customer Success Report Award Levels



### Market Leader

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



### Top Performer

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



### Rising Star

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



# 2020 Customer Success Awards

Check out this list of the highest rated Partner Marketing Software software based on the FeaturedCustomers Customer Success Report.



# OVERALL BEST

OF PARTNER MARKETING SOFTWARE





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SHOPSTYLE



### ABOUT PARTNERIZE

Partnerize is a SaaS technology company that helps the world's leading brands build powerful business partnerships that drive extraordinary business growth. The Partnerize Partner Automation Platform is an end-to-end, SaaS-based solution for forming, managing, analyzing, and predicting the future results of partner marketing programs using artificial intelligence. Hundreds of the world's largest brands leverage our real-time technology to manage more than \$6B in partner programs and financial exchanges across 214 countries and territories worldwide. Partnerize is backed by top-tier investors, including AKKR, Mithril, Greycroft Partners and DN Capital.

# 83

Customer references from happy Partnerize users

[VIEW ALL REFERENCES](#)

“Working with Partnerize has given us the flexibility to effectively monitor our global performance and the opportunity to expand the level at which we can market our products. The platform is now becoming an important lever in ensuring the affiliate channel can be used to support overall business and commercial requirements for British Airways.”

Nick Troup  
Head of Digital Marketing, British Airways

“HP’s Partner Marketing Program has seen phenomenal growth in the past few quarters, all thanks to our partners for their continued commitment and ongoing support. This space has huge potential and we look forward to making the most of it.”

Paromita Mitra  
Head of E-Commerce Marketing, HP

“The Partnerize integration was extremely easy for us, compared to the other networks we work with. The API provides easy to parse JSON data, and the field and payload structure is clearly defined and documented. We spent about one day actually integrating the API.”

Scott Everson  
Director of Technology, Giving Assistant

“By working with Partnerize and taking a more proactive and data-driven approach to the category, we have driven strong improvements in sales and growth rates. This has enabled us to extend our focus of innovation into this high-growth sales channel.”

Kristy LoSapio  
Manager of Affiliate Marketing, Sprint



# 2020 MARKET LEADERS





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## ABOUT IMPACT

Impact is the global leader in Partnership Automation and catalyst for the new Partnership Economy. Impact accelerates enterprise growth by scaling discovery, recruitment, onboarding, engagement and optimization of all types of partnerships. Impact's Partnership Cloud™ manages over \$50B in e-commerce sales and \$2B in partnership payments, providing automation for the full partnership lifecycle, confident decision making and optimization through measurement and attribution, and protection from fraud. Impact drives revenue growth for global enterprises such as Cabela's, Fanatics, Getty Images, Lenovo, Levi's, Techstyle and Ticketmaster. Founded in Santa Barbara, CA in 2008, Impact has grown to over 500 employees and twelve offices worldwide. To learn more visit [www.impact.com](http://www.impact.com).

# 71

Customer references from happy Impact users

[VIEW ALL REFERENCES](#)

"It's quick to deploy and easy to see your recruitment ROI. You don't have to take some other email marketing tool and try to make it fit your partner recruitment workflow. It's awesome when you can make \$5-10k in only 3-5 minutes of work."

Wade Tonkin  
Senior Affiliate Manager, Fanatics

"The biggest reason I would recommend Impact Radius is the reporting and access to actionable data. Their dashboard and custom reporting is clean, intuitive and powerful. It allows us to spend less time trying to figure out what to do and more time getting it done."

Chris Sanders  
Marketing Manager, Headline Shirts

"We're excited about the impact our shelter program has had. Impact makes it incredibly easy to onboard and set up new shelters and rescues with our creative assets. The time we save from automated tracking and payouts is an absolute game changer."

Kirk Hausman  
Affiliate Marketing Manager, BarkBox

"What I like about managing direct relationships through Impact Radius is that it's simple. There's no question of billing, tracking or commission. Once a partner is signed up, there's no more managing required. There's no hassle."

Jake Mehani  
Digital Marketing Manager, Kaufmann Mercantile



# IMPARTNER

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workfront



LogRhythm



### ABOUT IMPARTNER

Impartner is broadly recognized as the leader in the Channel Enablement category, mostly because their team of development wizards pack their solution with the tools necessary to transform your indirect channel from a boat anchor into your company's most strategic asset.

# 62

Customer references from happy Impartner users

[VIEW ALL REFERENCES](#)



"TreeHouse has everything a channel program needs under one roof, with the ability to create co-branded documents, process partner leads, seamlessly integrate with Salesforce, and provide sales tools to our partners, we get everything we need from one vendor—all while controlling costs and achieving scalability."

Jim Schwartz

Senior Director, Sungard Availability Services



"We've had thousands of log ins and downloads. We look to our new portal as not only an enablement tool for our committed partners, but to attract new partners. We now have the infrastructure we need to accelerate sales with our partners. Impartner has been a great solution for us."

Jennifer Falnia

Director, International Channel Marketing, Blackboard



"Partners have become very engaged with getting information from our portal since we launched Reseller View. We have had partners who switched from other technologies to become an Asigra partner due to the extensiveness of our partner program, which has been greatly enhanced by the tools we can now provide to them via TreeHouse's Reseller..."

Tracy Staniland

Vice President, Asigra



"Since adopting News on Demand, open rates and click through rates have soared, and because news is more timely and relevant to our partners, we have increased the penetration of our messaging."

Angela Leech

Senior Marketing Manager, Adobe



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### ABOUT ZIFT SOLUTIONS

Zift Solutions is the Enterprise Channel Management leader, delivering the people, processes and technology organizations require to drive channel success. Relied on by more than 80% of top channel chiefs, Zift boosts channel program productivity and profitability by automating and aligning marketing, sales, and operational processes. The ZiftONE platform integrates with established systems to speed time-to-sales, create an exceptional partner experience, and provide faster ROI.

# 62

Customer references from happy Zift Solutions users

[VIEW ALL REFERENCES](#)

“Zift provides a powerful, highly available and scalable purpose-built solution to handle all aspects of our channel collaboration and communication through a wide variety of mediums, and it integrates seamlessly with our other systems including Salesforce CRM.”

Chris Doggett  
SVP, Corporate Sales, North America, Kaspersky Lab

“By leveraging the Zift Solutions platform, we have been able to increase how often we touch our customers and prospects by more than four times, while reducing spend by 25%.”

Mary Abdian  
President, Macabe Associates

“Zift Solutions has helped us create a truly collaborative selling process with our distributors. Leads get into the right hands quicker along with valuable profile and historical data which ultimately improves our close rates.”

Don Gushurst  
Director, Marketing Operation Services, Molex

“Zift has empowered our entire network to keep track of the latest news and information that impacts them. We needed something 115,000 different groups would be using. It had to be easy.”

Mike Doernberg  
CEO, ReverbNation



# 2020 TOP PERFORMERS





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ABOUT AMBASSADOR

Ambassador empowers businesses to increase revenue by leveraging the power of recommendations. Their flexible referral marketing software automates the process of enrolling, tracking, rewarding and managing loyal customers, affiliates, partners and fans. This allows B2B companies, consumer brands, and agencies to quickly build, scale, and optimize referral marketing programs. Ambassador’s open API also seamlessly integrates with existing technologies, enabling companies to create a custom experience that aligns with their brand.

39

Customer references from happy Ambassador users

[VIEW ALL REFERENCES](#)

"The flexibility is what sold me on Ambassador. It works as a behind-the-scenes tracking service for clients sharing the love, a dashboard for affiliates and partners to track referrals, and an admin tool for keeping track of which programs are working the best."

Gideon Baldrige  
Designer, Bench

"I spent months testing and searching referral programs before finally finding GetAmbassador. It's by far the most comprehensive and customizable platform with an open API that gave my developers a hassle free way to integrate a top-tier rewards experience into our website."

Chris Sherrill  
Manager of New Business & Digital Product, Lunatik

"The ease of email, twitter, and unique URL creation to allow for anyone to refer a friend whether in the online or offline medium is fantastically simple."

Suzanne EL Moursi  
VP of Marketing, Choose Energy

"Our favorite part is the ability to customize campaigns. Different people want different things, and we use Ambassador for loads of different kinds of ambassadors we need. "

Joe Cross  
Marketing, Transferwise



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### ABOUT PARTNERPATH

PartnerPath is a partnering development software company based in Silicon Valley, California, wholly dedicated to helping companies elevate the impact of partnering at any stage of their partner and channel development cycle. They achieve this by effectively designing, implementing and automating channel and alliance models through a best-in-class partner portal and partner relationship management automation system (PRM). Their PRM is complemented by a rich portfolio of services ranging from channel models and program development plans to partnering operations and program execution.

# 24

Customer references from happy PartnerPath users

[VIEW ALL REFERENCES](#)

"PartnerPath makes it easy for our channel partners to consume training material and marketing material all in one location. This simplifies the work process with the channel and reduces a lot of overhead of managing a growing channel partner."

Hemi Ramon  
Regional Sales Director, Gemalto

"By evaluating market dynamics and balancing the needs of our customers with the capabilities of our partners, PartnerPath helped us drive incremental sales and improve profitability. They were responsive to our needs and their well thought-out methodologies allowed us to better serve both our customers and our partners."

Tom Karabinos  
Manager of Strategic Sales, Liebert

"There is no question that PartnerPath has mastered developing the products, solutions and programs needed, by any vendor, to facilitate successful and profitable relationships with partners. Your solutions make my job so much easier, and most importantly, make our partners more successful selling our Good Technology solutions."

Jacqueline Witter  
Director Global Channel Programs and Enablement, Good Technology

"PartnerPath's [automation solution] helped us significantly improve our collaboration with partners by giving us an effective way to deliver the information they need to be successful. Within an unbelievably short timeframe, PartnerPath deployed a best-in-class partner portal that increased usability, visibility and functionality for Informatica and its..."

Harry Gould  
SVP Worldwide Alliances, Informatica



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### ABOUT ZINFI TECHNOLOGIES

ZINFI Technologies, Inc. the leader in Unified Channel Management (UCM) innovation, enables vendors and their channel partners to achieve profitable growth predictably and rapidly on a worldwide level. ZINFI helps technology providers and their channel partners achieve profitable growth rapidly and affordably by automating channel management processes globally.

# 57

Customer references from happy ZINFI Technologies users

[VIEW ALL REFERENCES](#)

“The ZINFI portal has helped me reach a large audience with minimal effort. This is more valuable than the tools we were using before. It gives me instant feedback. As soon as someone opens an email, I get a response.”

Judi Davidson  
Inside Sales Supervisor, Entel Systems

“The current setup for partners is already very easy and convenient as the templates are already out there and we only need to choose the campaign. This really relieves a lot from our workload if we do it by ourselves.”

Anthony Lau  
Marketing Manager, Ellipsiz DSS Pte Ltd.

“ZINFI’s efforts have been very encouraging. It’s a team effort and with ZINFI, we have a growing database of prospects, are building a pipeline and we have an approach to marketing. We have a better strategy and we’re learning from the experience, making adjustments along the way.”

Matthew Held  
Co-founder and CEO, Manawa

“It gives us better tools for reaching out and connecting with prospects and for generating more sales via new leads. Salas is especially excited to have a way to know exactly who demonstrated interest in my content so I can immediately follow up with them. I want to let other companies know that ZINFI’s platform and their partner support really work.”

Irene Salas  
Commercial Director, DataNet



# 2020 RISING STARS





# Allbound™

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CloudBees.



## ABOUT ALLBOUND

Allbound replaces #PartnerPortals & PRM with a smart, data-driven platform that automatically guides partners to more closed deals & renewals. Allbound's SaaS partner sales acceleration platform lets any size business accelerate growth through sales and marketing partners. Their mission is to create elegant technology that demolishes barriers and generates fresh ideas for their customers, which in turn helps them nurture and grow their channels. They relentlessly work to shape—and lead—the indirect sales and marketing sector.

# 25

Customer references from happy Allbound users

[VIEW ALL REFERENCES](#)

“I’m thoroughly impressed with Allbound’s depth of features and the intuitiveness of the user experience. It is exactly what I had in mind.”

Mike Broadwood  
Channel Director, Vexata

“By serving up action-based content, the new Sales Coach feature will allow us to get even more out of our resources and selling tools by helping us streamline and accelerate our partners’ selling experience.”

Avery West  
Marketing Operations Manager, HOSTING

“Selecting Allbound was easy. The platform is easy to use and maintain, the cost benefits were nearly immediate and their team is a pleasure with which to work.”

Jeffrey Gregorc  
Executive Vice President of Partnerships and Alliances, AgileField

“We could scale faster and solve multiple challenges with Allbound, so it was an easy decision for us to make and it’s a decision we’d make again.”

Todd Speranzo  
VP Marketing, Avella Specialty Pharmacy



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## ABOUT EVERFLOW

Everflow is the Smarter Partner Marketing and Tracking Platform. Performance marketing has grown sophisticated, and Everflow helps companies stay ahead. Everflow handles scale through Google Cloud, drill down analytics reporting, and automated optimization with Smart Switch.

5

Customer references from happy Everflow users

[VIEW ALL REFERENCES](#)

"I've used several tracking platforms over the years and wanted a better solution, so I tested out several potential options. With Everflow, I was immediately impressed by the response time of the team, competitive pricing, and well-thought out features. The Everflow team clearly understands the performance marketing space and have designed..."

Jen Lee

Head of Affiliate, Ro

"Skillz was looking for a solution to help us manage and track our affiliate and strategic distribution partnerships in a mobile ecosystem. Everflow offered everything we were looking for and more with highly competitive pricing. The onboarding process was seamless and their intuitive platform made it very easy to migrate and launch new campaigns..."

Felipe Becerra

Strategic & Affiliate Partnership, Skillz

"Everflow has been by far the most intuitive and advanced tracking platform I have used in my 6+ years in the industry. The technology they have developed has enabled us unparalleled granularity in regulating targeting, allowing us to deliver amazing results for our advertisers. Another huge factor that makes this platform stand out above others is their..."

Alexander Cano

Director of Performance, AdColony

"Great platform, easy to use, and my team loves MTTI report and investigator features. The platform easily handles the massive scale of our business, with no slow downs from pulling reporting or setting up new clients. Their support team has consistently proven itself by quickly addressing and resolving our questions and requests. Everflow has made it..."

Vitali Abramov

Chief Executive Officer, FMG Agency



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### ABOUT PARTNERSTACK

PartnerStack is on a mission to change the way companies reach customers through channel sales. They enable companies to reach more customers through partnerships. The platform enables some of the fastest growing companies like Asana, Intuit and Freshworks with the tools required to build, manage, and scale channel partner programs. The network brings companies and channel partners together.

# 6

Customer references from happy PartnerStack users

[VIEW ALL REFERENCES](#)

"A refreshing upgrade to the existing partner technology landscape. We're using the platform to power customer referrals, affiliates, and resellers - it's a one-stop solution for all of our administrative needs (payouts, tracking, fraud, compliance etc.), partner onboarding, and partner activation."

Ty Lingley  
Strategic Partnerships, Unbounce

"PartnerStack integrates with the tools we're already using, and enables us to create the partner experience we want for distinct partner types and relationships."

Sharrifah Al-Salem  
Head of Business Development & Partnerships, Asana

"In 18 months, we drove over \$1M in new revenue through channels opened by PartnerStack, accounting for +40% of our total new revenue. One year later, we're more than double that, with a large portion of the revenue coming from PartnerStack's network."

Chris Small  
VP Marketing, Soundstripe

"PartnerStack is an incredible software that covers all aspects of any partner program - VAR, Customer Referrals, Affiliate etc. It's clean and made to be flexible enough to cover any crazy edgy requirement."

Katya Akudovich  
Head of Strategic Partnerships and Business Development, PandaDoc