

Multinational Tech Company Automates Worldwide Partner Incentive Program with BrandMuscle

Challenge

Despite being one of the most innovative companies in the world, a global technology leader's channel marketing team had to rely on cumbersome, manual processes and spreadsheets to manage the company's global sales incentive programs. The entire process was slow, inefficient, and error-prone.

Solution

BrandMuscle implemented an online channel incentive solution that automates the allocation and distribution of partner incentive payments based on the lead value generated by the client's business partners. BrandMuscle's solution dynamically calculates and routes incentive payments through an international payment and processing system in the business partner's currency of choice. The online portal gives participating partners easy access to enrollment, campaign performance, sales reporting, program-related terms and special event incentives. A full suite of reporting is also available on-demand for corporate and field marketing teams.


Results

\$17 MILLION
funded in annual
campaigns

43.34% GROWTH
in approved
campaigns

469 SUBMISSIONS
from unique
business partners on
the platform

2,692 CAMPAIGN
and **125 MDF**
SUBMISSIONS
year to date



“BrandMuscle is a huge time-saver compared to the way we were processing payments before. Our system is now more efficient, and provides access to a wealth of valuable data that we can use to hone our sales strategy according to what’s working and what isn’t.”

*Global Channel Marketing Manager,
Technology Industry*