

Proudly partnering with **unifyr**

CASE STUDY

# Partner Marketing: A **173%** Lead Generation Increase Through Global Concierge Support

- Platform Migration
- Global Concierge Marketing
- Path to Partner Pipeline Strategy

## Client

Zscaler is a leading cloud-based cybersecurity provider helping companies adopt zero trust infrastructure for secure digital transformation. Global partnerships are essential for growth.

## Challenges

With 5000 global partners across NA, EMEA, LATM, and APAC and PRM platform limitations, Zscaler's lean marketing team struggled to deliver partner marketing strategy at scale.



## Results

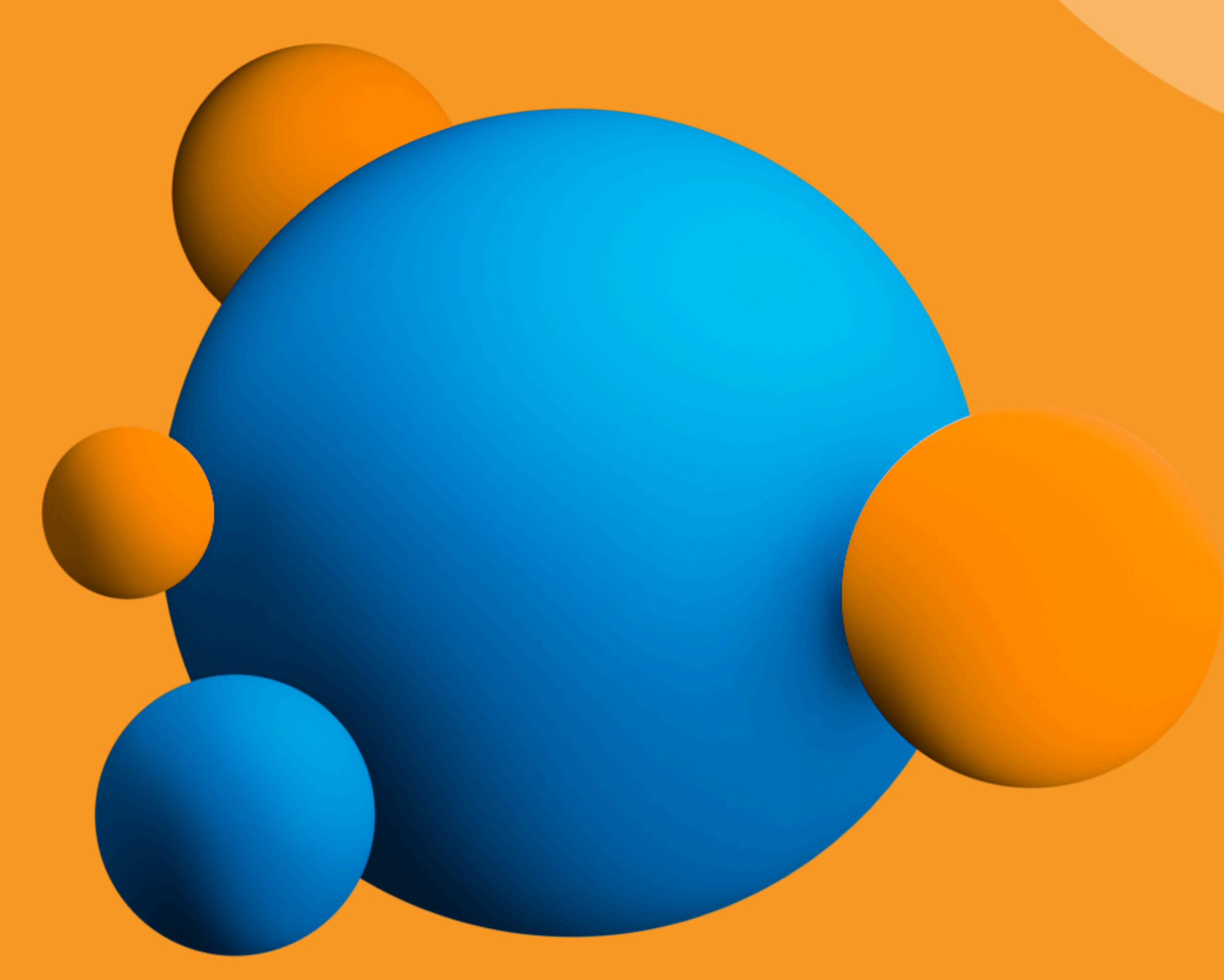
- 173% increase in partners generating leads in one year.
- Partners already booked sales meetings in less than two months.
- Growth in partner-sourced or partner-influenced revenue.

# Background & Challenges

Zscaler's partner marketing program was growing but two critical gaps were holding it back. Their existing partner marketing platform couldn't keep up with the demands of a growing program, nor could their lean internal team provide the personalized and localized support a network of nearly 5,000 regional partners required.

Most of Zscaler's partners wanted to engage and execute marketing campaigns, but lacked the time, resources, and marketing expertise to run digital campaigns independently.

Scaling proved to be more than a platform problem or a headcount problem. Effective pipeline growth required the right platform, the global operational infrastructure, and the marketing expertise to back it up.



## WHAT WE IMPLEMENTED

# Unifyr Solution to Drive Channel Revenue

### Seamless PRM Platform Migration

Zscaler needed a platform that could scale at the same time as their partner program. Macro helped them migrate effectively to Unifyr, formerly known as ZiftONE, driving partner adoption across thousands of global partners while keeping the program running.

### Global Concierge Marketing Support

Macro embedded multilingual marketers across regions to handle campaign strategy, execution, and partner guidance. Beyond execution, Macro's concierge team built real relationships with Zscaler's partners, taking the time to understand their business and goals. Zscaler found this as a tremendous additional benefit.

### Path to Partner Pipeline Strategy

Macro reviewed performance results and enabled Zscaler to identify which partners were driving revenue and what steps got them there. Those insights became Zscaler's path-to-pipeline journey: a step-by-step, repeatable process that moves partners from first engagement to booked meetings and closed deals.

# Results

Macro became a true extension of Zscaler's partner marketing team and an indispensable resource for their partners. In one year, the client achieved:

**173%**  
increase in partners generating leads in one year.

## 01

### Partner Lead Generation

A 173% increase in partners generating leads in one year.

## 02

### Speed to Value

Some regional partners booked meetings in under two months, starting without a prospect list.

## 03

### Growth Impact

Growth in partner-sourced and partner-influenced revenue with improved attribution clarity.

## 04

### Revenue Focus

Shift from Education to Execution to Effectiveness, prioritizing quality and stronger partnerships driving revenue.



# Macro delivers personalized, region-specific partner concierge services

- 01** End-to-end PRM platform migration and partner adoption optimizations.
- 02** Embedded multilingual marketing experts familiar with Zscaler for consistent partner enablement and support.
- 03** Hands-on campaign strategy and execution to move partners from activity to pipeline.

## KEY LESSONS

# Scaling Partner Marketing

If you're considering a partner marketing concierge, here's how Zscaler learned to maximize the value of that service:

- !** Start by understanding your partner ecosystem and where your support gaps are. Set clear goals for what you want a concierge team to achieve and revisit them as your needs and your partners' needs change.
- !** Track partner performance data not just campaign volume if you want to achieve long-term effectiveness. Use data-driven insights to build a repeatable process that shows each partner the fastest and most efficient path to campaign success.
- !** Lay the groundwork before allocating partner marketing funds. Partners who build and nurture a prospect list through digital marketing before investing in paid activities consistently see stronger results and better ROI.



## CASE STUDY

Scale Partner Marketing with Unifyr

**MACRO**



## WHY IT MATTERS

# The Channel is a Primary B2B Growth Driver

# ~70%

of global IT spending is expected to be directly driven or influenced by partners in 2026.

source:  
**TechSellers Community**

# \$80 trillion

are projected to be driven by partner ecosystems in annual revenue by 2030.

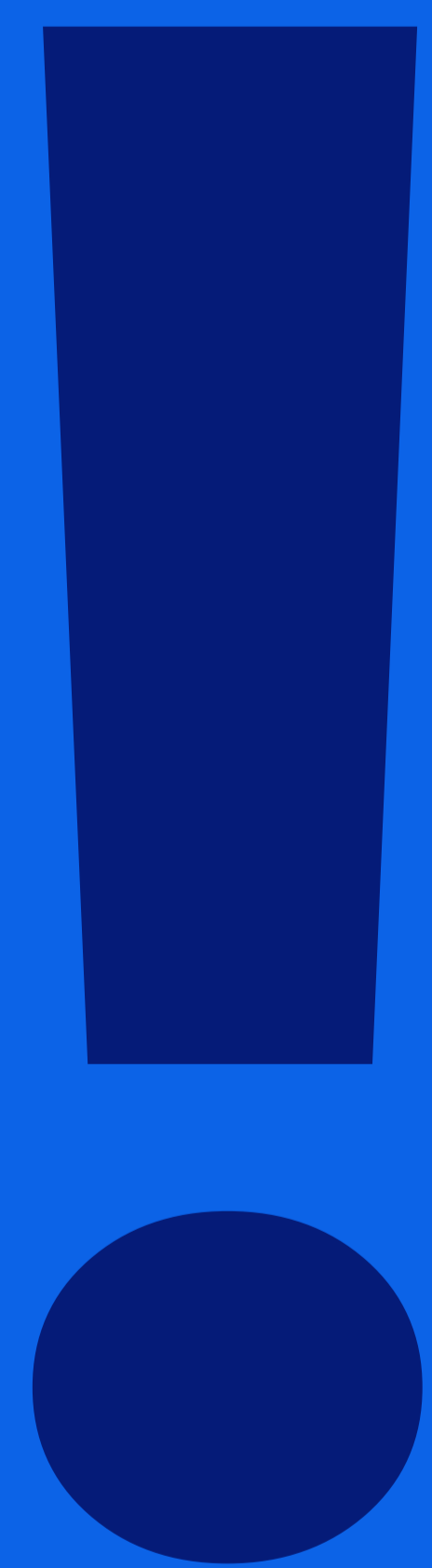
source:  
**McKinsey&Company**

# 70%

of companies report that partner education shortens sales cycles, nurture leads, and drives growth opportunities.

source:  
**Intellum**

However, like Zscaler, most partner marketing teams don't have the bandwidth or in-region resources to act on that opportunity and drive channel revenue. Macro's global concierge delivers the strategy and execution internal teams need to scale partner programs without the cost of building it in-house.



## CASE STUDY

### Scale Partner Marketing with Unifyr



# Hear It From Our Client

*"The selling point for the concierge team is that they are like an extension of Zscaler and like an extra head count for our partners. A lot of our partners don't have a robust marketing team. They may not have the time or the expertise to run digital marketing campaigns, so for them to have a resource that is not only familiar with Zscaler, but highly skilled in partner marketing, is a huge bonus."*

**Sarah Peters**  
Manager, Global Partner  
Marketing Campaigns at  
Zscaler



## Explore What A Concierge Team Can Do for You

Do you feel like your partner network has more potential than your current program can reach? Contact us for an intro call and let's explore how Macro's concierge services can help you partner marketing get there.

[EXPLORE WORKING TOGETHER](#)

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