

Co-Marketing Leads Management

"We needed a solution that met our data integrity and GDPR requirements. WorkSpan has provided that."

—Margaret Synan, Director Business Strategy, Microsoft

"WorkSpan is a great platform to create an account or opportunity and attach it to a marketing activity."

—Chris Cale, VP - Sales Programs and Operations, SAP

Marketing Automation Platforms that Integrate with WorkSpan:



Co-marketing is a marketing practice where two or more partners collaborate and cooperate in marketing their solutions or offerings and then share the outcomes of their co-marketing efforts. Digital ecosystems could account for more than \$60 trillion in revenues by 2025, companies in the know are already finding ways to collaborate and capitalize with joint marketing motions to identify customers and gain market share for their joint solutions.

Co-marketing with your partners can help you broaden your target market, increase your brand awareness, bring more value to your customers, create and nurture positive and long-term relationships with your customers and partners - all at a lower cost by sharing costs with your partners.

Unfortunately, co-marketing processes can be highly manual and full of friction, making it difficult for partners to capture much of the value in the partnership. Countless hours are being spent on data entry to share and update marketing activities, providing up-to-date marketing leads visibility, disjointed sharing of leads using spreadsheets and emails, to name a few.

co-marketing activities. Our solution integrates your marketing automation with your partner's systems and helps you:

- Automate and simplify activity and lead sharing with partners
- Connect your marketing team directly to your partner's marketing teams
- Track incoming and outgoing activity, leads, and campaign performance in real-time with KPI reports and analytics
- Get an accurate attribution for ecosystem activities and leads
- Pre-defined fields, data model and workflows to get you started from day-one
- Equitably distribute Marketing Qualified Leads (MQLs) and Ecosystem Qualified Leads (EQLs) based on fair trade algorithm
- Gain full control over your data with granular and configurable data sharing, access, GDPR and security policies

WorkSpan's Co-Marketing Leads Management Application

WorkSpan is the leader in co-marketing management and provides a SaaS application for efficiently managing and scaling your

Automate and Simplify Lead Sharing

With WorkSpan, you can submit your marketing activities and leads to your partner with just a few simple clicks. WorkSpan helps ensure timely and error-free lead submissions with features such as mapping leads and activities to a plan and partner attribution.

Partners that Run Co-Marketing on WorkSpan:

50%
increase joint pipeline

75%
reduce campaign cycle times

62%
increased campaign volume

30%
reduced manual efforts



Solution Brief

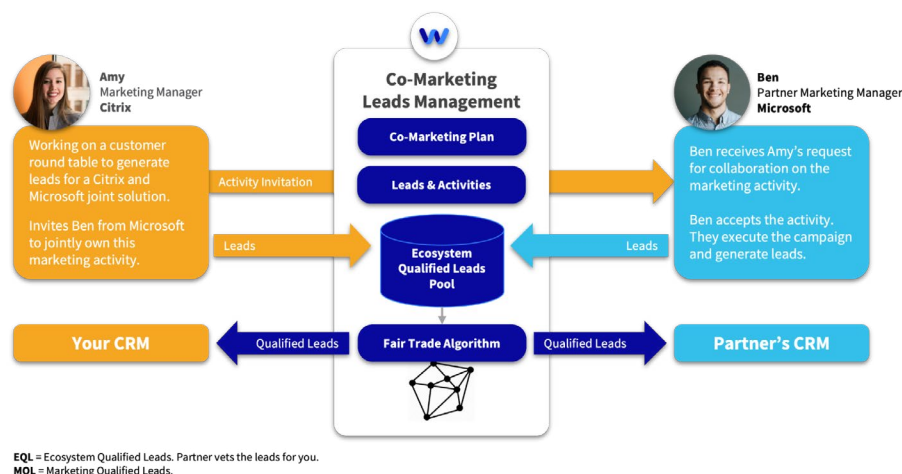
Partners can quickly accept inbound activities and leads without manual data entry. They can benefit from streamlined co-marketing leads sharing through automated workflows.

With WorkSpan's advanced bi-directional integrations, your activities and leads data is always synced between your marketing automation systems and your partner's marketing automation systems. Plus, granular and configurable data sharing, access, GDPR and security policies put you in full control over your data. You can take advantage of these capabilities without customizations, coding, or changing your existing marketing automation business rules.

Efficiently Plan and Execute Co-Marketing Motions

WorkSpan is a single place for you to manage your co-marketing planning, activity collaboration, and workflows with partners instead of relying on multiple versions of the truth and a jumble of disconnected tools such as spreadsheets, forms, and emails. The WorkSpan Co-Marketing and Leads Management application delivers complete visibility into your co-marketing activities and leads. You can segment the leads by stages, region, partner attribution and more. You can also track co-marketing leads pipeline, linked activities and plans, partner-sourced leads, and the key metrics critical to running your co-marketing motions.

With WorkSpan, it's simple to keep everyone on the same page with a shared view of co-marketing plans at the global, regional or business unit level and empower your team to quickly take action on activities and leads that need attention. Rich collaboration features help your team accelerate execution with activity updates, task assignments, and automated



workflows. When there are key events such as new leads or updates to the status of a lead, WorkSpan can automatically notify the appropriate team members via their preferred communication channels.

Track Performance and Enable Data-Driven Actions

To maximize ROI from your co-marketing motions, it's critical to manage co-marketing as a data-driven process. WorkSpan gives you clear campaign performance insights in real-time with our auto-generated reports. You can also visualize your co-marketing performance with intuitive charts - actuals vs. goals, leads metrics, partner-sourced leads, performance by region, and more.

You can easily share performance reports and charts with your team, internal stakeholders, and partners to enable data-driven planning and execution. With WorkSpan's Co-Marketing Leads Management, powerful data insights are always at your fingertips to help you drive more effective campaign management, resource investment decisions, and QBRs.

Scale Your Co-Marketing with Speed

WorkSpan automates and streamlines your co-marketing processes so you can eliminate manual and repetitive work, increase leads volume with partners, accelerate lead conversion to opportunities, and quickly scale your co-marketing activities by adding eligible partners from WorkSpan Network.

WorkSpan's Co-Marketing Leads Management solution distributes Marketing Qualified Leads (MQLs) and Ecosystem Qualified Leads (EQLs) based on uniform distribution using a fair trade algorithm, that ensures equitable distribution and opportunity for partners to ensure fair competition. Using best practices and expert guidance at every step, WorkSpan enables your team to be up and running in about five weeks instead of spending months and valuable resources on custom development. WorkSpan takes care of the heavy lifting and manages the continual changes in APIs and processes so you can avoid disruptions and focus on growing your co-marketing efforts.

The World's Leading Technology Companies Drive Co-Marketing with Partners on WorkSpan

"User interface is very easy and the functionality is helpful for the work I do. We've increased the productivity of our partner management team by 40-50%."

-Janelle Harris, Principal Alliances Partner Marketing Manager, Red Hat



ABOUT WORKSPAN

WorkSpan is the #1 co-sell management network that empowers companies to turbocharge and scale their co-sell revenue growth. Partnership and Sales teams use WorkSpan's secure SaaS solution to collaborate with partners on deals, exchange co-sell referrals from inside their CRM, manage shared pipeline, and track performance on a live dashboard.

As the industry's leader in Ecosystem Business Management, we power the top 10 business ecosystems in the technology and communications industry today, managing over \$50 billion in joint pipeline, 6x faster speed to market for joint solutions, and 2x partner manager productivity. Customers include Microsoft, Cisco, SAP, VMware, HPE, Accenture, Ericsson, Citrix, Red Hat, and others.