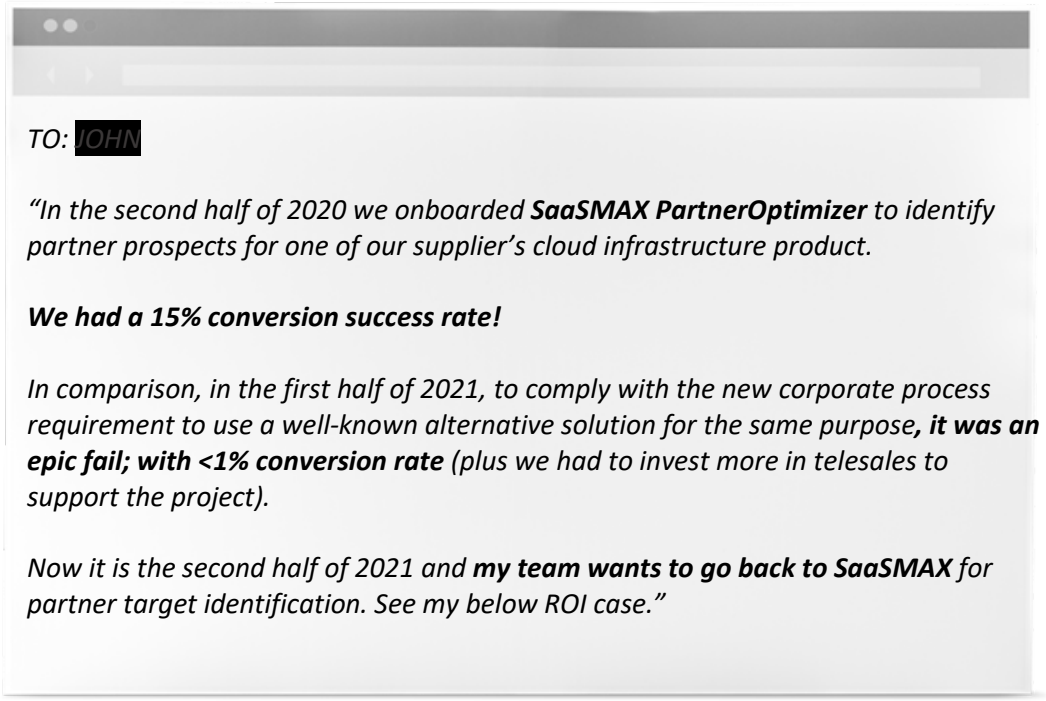
SaaSMAX™

Partner discovery ROI case study with SaaSMAX PartnerOptimizer platform

Overview

A senior channel executive leader ("Channel Chief") at a multi-billion-dollar B2B IT distributor who has 30+ years of professional experience in channel marketing, recruitment, sales and enablement shared this email to their CMO. This was their experience evaluating **SaaSMAX PartnerOptimizer** before the organization became a customer across the company:

The email to the CMO:



TO: JOHN

*"In the second half of 2020 we onboarded **SaaSMAX PartnerOptimizer** to identify partner prospects for one of our supplier's cloud infrastructure product.*

We had a 15% conversion success rate!

*In comparison, in the first half of 2021, to comply with the new corporate process requirement to use a well-known alternative solution for the same purpose**, it was an epic fail; with <1% conversion rate** (plus we had to invest more in telesales to support the project).*

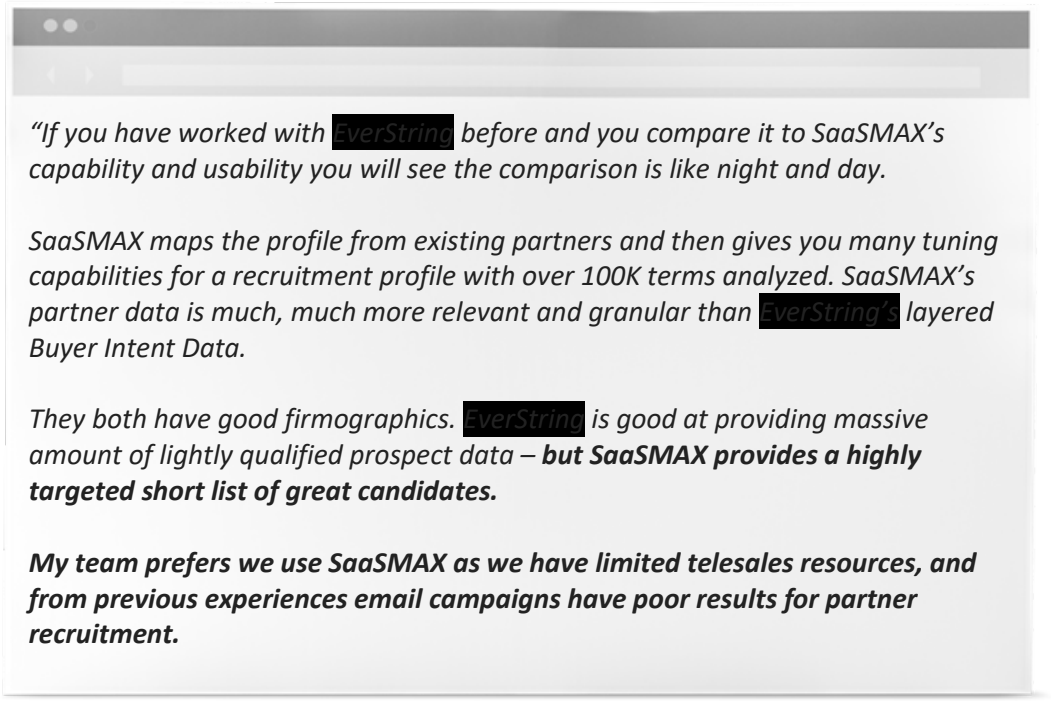
*Now it is the second half of 2021 and **my team wants to go back to SaaSMAX** for partner target identification. See my below ROI case."*

PartnerOptimizer Value Summarized

That well-known solution **cost 567% more than SaaSMAX PartnerOptimizer platform and required 5X more time up front** for the partner discovery process.

Moreover, the cost per partner recruit with PartnerOptimizer was 25% below the Channel Chief and Suppliers targeted investment threshold per net new partner.

The email to the CMO continued:



"If you have worked with EverString before and you compare it to SaaSMAX's capability and usability you will see the comparison is like night and day.

SaaSMAX maps the profile from existing partners and then gives you many tuning capabilities for a recruitment profile with over 100K terms analyzed. SaaSMAX's partner data is much, much more relevant and granular than EverString's layered Buyer Intent Data.

They both have good firmographics. EverString is good at providing massive amount of lightly qualified prospect data – ***but SaaSMAX provides a highly targeted short list of great candidates.***

My team prefers we use SaaSMAX as we have limited telesales resources, and from previous experiences email campaigns have poor results for partner recruitment.

ROI Comparison of PartnerOptimizer to the alternative solution

Mainstream Alternative Solution	PARTNER OPTIMIZER
Cost per Partner Recruit = $3000	Cost per Partner Recruit = $1125
Cost per Recruit with Telesales = $7500	Cost per Recruit with Telesales = $1575
60 team hours	12 team hours
90 days of telesales	45 days of telesales
Had to sort through 1.3 Million Results to find targets (no overlap with PartnerOptimizer's findings!)	Provided with 300 hyper-targeted Partner Matches
<1% Conversion	15% Conversion
Underperformed OKRs by 3.5X	2X-4X Productivity Multiplier
	Outperformed OKRs by 25%-40%

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About SaaSMAX

SaaSMAX creates outstanding value through data driven, intelligent solutions that enable B2B technology sales teams and marketers to increase revenue and speed to market by optimizing their indirect sales channel performance.

With SaaSMAX's PartnerOptimizer platform, channel teams improve the quality and speed of their partner discovery, and obtain insights that drive increased channel performance, activation and retention. PartnerOptimizer has profiled more than 300,000 partner companies and is adding thousands more each month.

To request a demo, visit https://saasmax.com

To speak with a PartnerOptimizer representative directly call us at 800-748-7650

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