



Case Study Technology

Challenge

A global computer hardware manufacturer wanted to boost awareness around its new product line and expanded certification program. This increased visibility would enable partners to better understand, build and sell solutions.

Solution

Drive sales of the new line and specific products among participating partners.

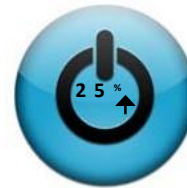
BI WORLDWIDE designed and managed promotions through its signature performance platform. These promotions motivated partners to learn more about the products and increase sales. BI WORLDWIDE also created a comprehensive communications campaign to drive enrollment and build and sustain partner engagement in the program.

Results

The manufacturer saw their plan come together. Participating partners increased year-over-year eligible product sales 86% compared to only 25% for non-participating partners.



PARTICIPATING PARTNERS



NON-PARTICIPATING PARTNERS

