
Impartner Success Story

PRM Solution Sees 10x Increase in Leads Using Consensus



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THE COMPANY

Impartner is a Partner Relationship Management platform that helps automate, amplify, and optimize channel sales. Impartner PRM is the industry's only turnkey PRM solution that can help companies have a new system up and running in 30 days.

Recognized by well-known analysts like Raab Associates, Gartner, and Forrester Research, Impartner is the only PRM solution to enable a seamless out-of-the-box integration with all the major CRMs including Salesforce, Microsoft Dynamics CRM, and Oracle.

Impartner's solutions are deployed by industry leading enterprises, including several CRN Magazine 5-Star Award winners, such as Rackspace, SanDisk, Peer1, Hostway, National Instruments, eBay's Magento Division, EMC's Mozy Division, SGI, Quantum, Silver Peak, NetApp, and more.

THE CHALLENGES

A typical day for the Impartner marketing team consists of scheduling social media posts, analyzing metrics, optimizing traffic, analyzing ad performance, and following up on leads. As with every marketing team, Impartner faced some key challenges in achieving their marketing goals.



For Impartner, one of the challenges they set out to solve was generating more awareness for their product and knowing which strategy to use to increase their website traffic and conversions. In addition to this, they needed to be able to identify the change agent or mobilizer within a company, grab that person's interest at the right time, and show how Impartner is relevant to them at that moment. Impartner also felt constrained in their ability to scale their content creation efforts as well as offer a personalized one-on-one demo experience to all prospects, leads, and customers.

“When I get my offering in front of a prospect at the right point in time, we almost always end up with a happy, satisfied customer,” said Dave Taylor, CMO of Impartner. **“What we were looking for as we tried to scale Impartner was a way to package that demo experience and present it to people in a much more automated way.”**

In addition to finding a way to create an automated demo experience, the marketing team faced the challenge of providing content that could educate and engage each target audience at the same time.

“In the past, we would use collateral such as case studies, whitepapers, and things like that to try to attract traffic, and convert them into leads,” said Jordan Linford, Marketing Manager at Impartner. “We used a lot of guesswork in deciding if it was relevant or effective. The most frustrating part of that process is trying to get people to engage with collateral typically viewed as boring, and very information heavy.”

THE SOLUTION

Dave Taylor set out to find a way to help his team solve these challenges and, after some searching and a little serendipity, found Consensus.

Scalable Marketing Campaigns

What peaked Taylor’s interest was Consensus’ ability to scale his marketing team’s efforts through an intelligent automated demo experience. “When you look at it from the perspective of what our company has gained through the experience, I think it’s a rapid scale that we probably couldn’t have experienced otherwise,” Taylor said.

Tailored Persona Messaging

The Consensus platform also reveals and speaks to the multiple types of stakeholders involved in each buying decision. Since the Impartner solution benefits Sales, Marketing, as well as internal IT teams—each with its own specific messaging and feature needs—Consensus helps Impartner cater to each stakeholder’s interests at the same time.

“Rather than presenting all three different groups with the same message, I can use Consensus to show what’s important to them, and we can then serve up content that’s personalized for them and their needs,” he said. “We’ve been able to take that one or two-hour long demo experience that we give, and condense it down into a quick video experience that our customers can have.”

More Traffic, Engaged Traffic

For the marketing team, having Consensus makes deciding where to drive traffic an easy choice. “I’m going to send them or drive them to the Consensus video because I know they’re gonna get the answers that they need there,” said Linford. “They’re not gonna have to do a lot of searching around. It makes their user experience a lot more enjoyable and engaging.”

By delivering a custom interactive video demo experience, prospects can visit Impartner’s site, watch the video demo, and choose content customized to their interests. “Consensus’ figured out a simple solution that fit our needs perfectly,” he said.

Collaborative Implementation

Buying Consensus' intelligent demo automation services was just the first step for Impartner. Implementing the platform quickly and efficiently was the true test of Consensus' effectiveness and it passed with flying colors.

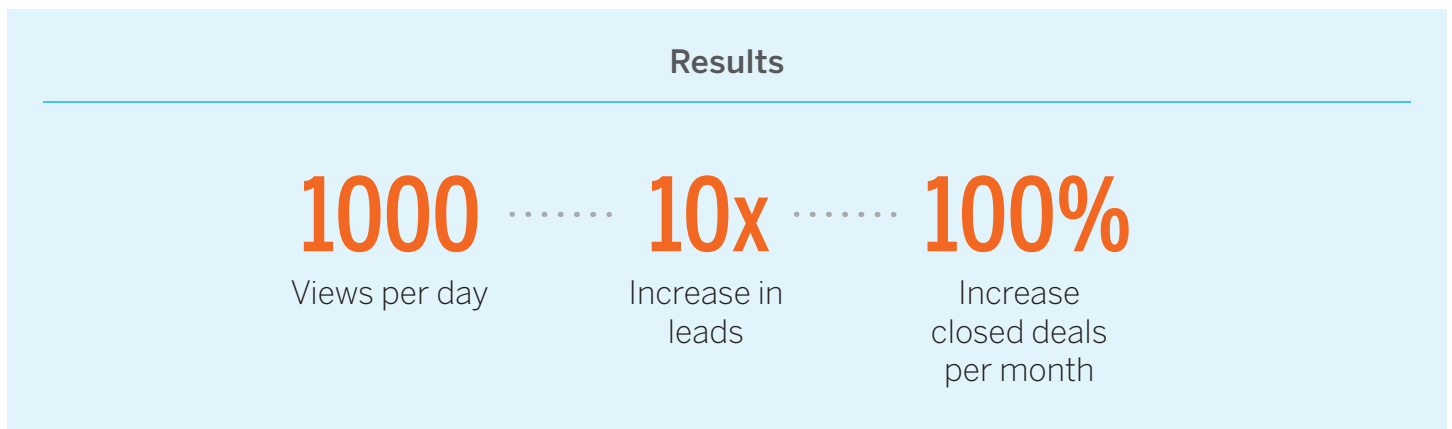
"We did find their team very helpful in refining expectations, and really mentoring us through the process of creating the video experience that we wanted to present," Taylor said. The Impartner team collaborated with Consensus to launch a successful demo on their site. This iterative process resulted in a great solution at launch.

THE RESULTS

Before adopting the Consensus tool, Impartner was generating several leads per week. According to Impartner's lead tracking data, **Consensus has allowed them to grow their lead pipeline by 10X.** "Maybe even more – 40, 50X in some areas," Taylor said. "We bring people into the pipeline in an automated way now."

Taylor said their prospects may still get to the point where they want more detail on how the solution will work in their environment, but with Consensus Impartner moves them a lot further down the funnel before they get to that point.

Since launching Consensus, Impartner gets 1000 views of the demo a day, their lead pipelines are full, and closed deals have gone from one or two a month to four or five a month.

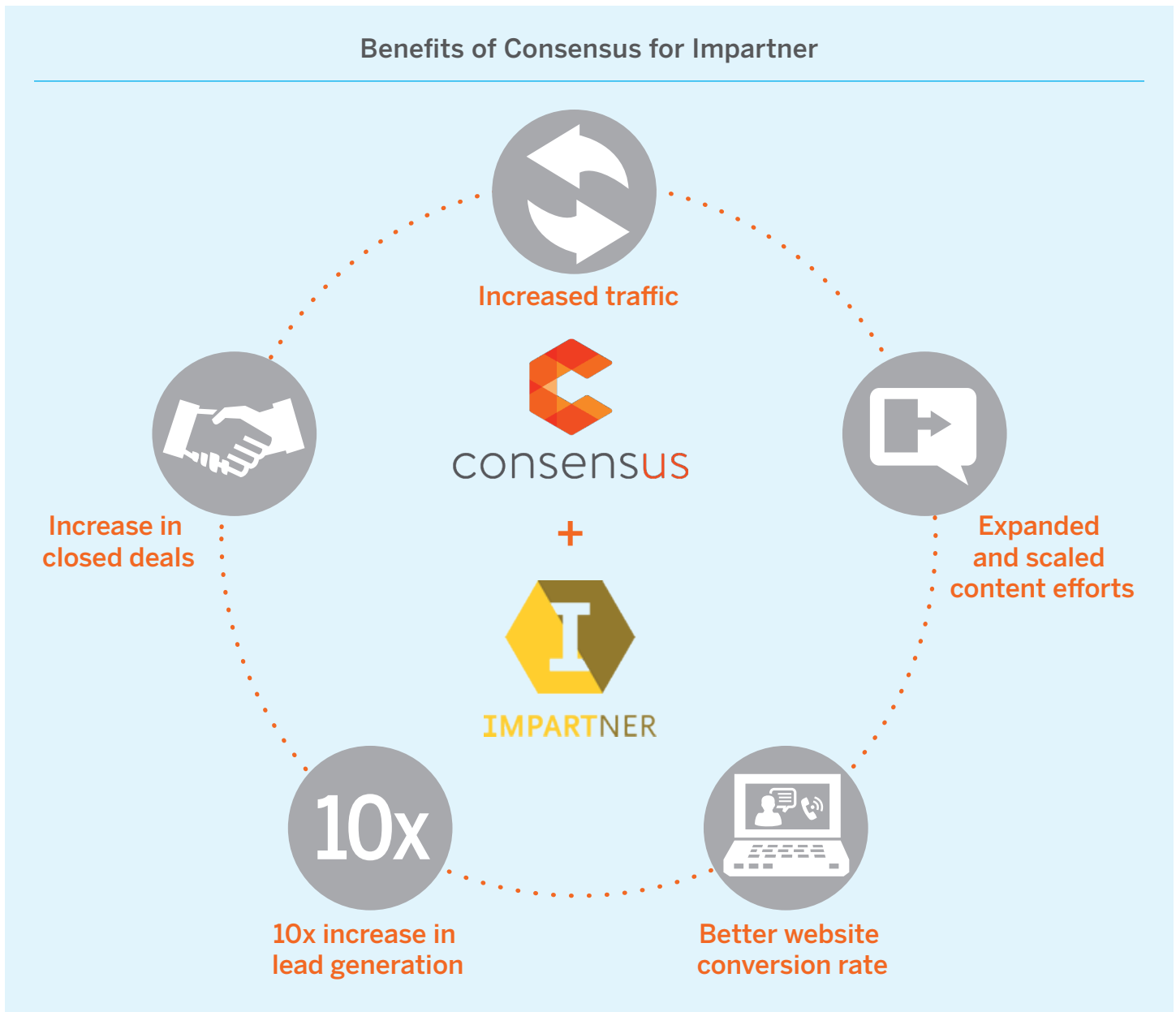


CONCLUSION

With increased traffic, reaching the right prospects, expanding their content efforts, getting a higher website conversion rate, and increased leads and closed deals, Consensus has helped the Impartner marketing team solve many of their day-to-day challenges while proving through analytics that their demo automation strategy works.

"We can deliver content to the right people at the right time," Linford said. "Using a tool like this to communicate that value proposition in a customized way makes the tide come in. And when the tide comes in, all of our tools run better," Taylor said. **"If you're looking for a way to provide a personalized demo experience to your user base like Impartner was, this is a great option for you."**

Benefits of Consensus for Impartner



ABOUT CONSENSUS

Consensus is Software as a Service (SaaS) that accelerates B2B sales by driving consensus among stakeholders in the prospect's buying group. By automating custom product demos, clients have cut their sales cycles by 68% and jumped close rates 44%. Our interactive demo platform personalizes video and documents so each prospect automatically learns about a solution in the most relevant way. Our Demolytics™ dashboard helps customers discover and engage the entire buying group by gathering analytics and tracking what they watched, what's important to them, and who they shared it with. This drives consensus and gets to fast, confident purchase decisions.

To learn more about how Consensus can help you leverage your tech stack with demo automation, [click here to watch a custom demo.](#)

