



Optimize Broad Channel Opportunities

The Need

HP had tens of thousands of channel partners who did not meet the revenue, certification, and other requirements necessary to receive high-touch support from HP's Partner Development Team. The only consistent support HP delivered to these partners came in the form of periodic e-newsletters and other broad communications, which were not personalized or targeted for each individual business.

Seeking to gain traction for its *Just Right IT* solutions, which are tailored for SMB end-users, HP recognized the need to engage its "broad channel" partners. These primarily serve SMB customers and are ideally positioned to launch the new solutions.

The Solution

HP turned to MarketStar to identify which partners were most qualified to actively sell Just Right IT. In addition to profiling and segmenting partners, HP needed an engagement model that would deliver the right type and volume of support in the most efficient manner to maximize ROI.

MarketStar's digital marketing team went to work crafting a nurturing campaign to personally connect with partners through targeted email communication based on the partners' digital footprint score and rank. Partners who exhibited the most interest in selling for HP were fast-tracked to a MarketStar account manager to further qualify interest and identify long-term partner viability. Resources were directed to provide expert sales support for the right partners to maximize sales and business opportunities.

The Results

Due to MarketStar's nurturing campaign, HP was able to:

- Close more than \$2M incremental revenue through broad channel accounts
- Grow opportunity pipeline to more than \$10M in six months
- Increase the number of unique engagements by 120% week-over-week