



IMPARTNER
PRESENTS

partnership excellence awards



MULTIPLY

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1 **PARTNER EXPERIENCE EXCELLENCE AWARD**

This award recognizes an individual or team that puts partner experience at the center of their channel strategy. The winner has designed a frictionless, rewarding journey from partner recruitment to renewal and advocacy, and can show how a partner first mindset has translated into deeper engagement, mutual growth, and a thriving ecosystem.

award criteria

× **STRATEGIC FOCUS ON PARTNER EXPERIENCE:**

Clear, documented focus on partner experience as a core pillar of the company's go-to-market strategy.

× **END-TO-END JOURNEY DESIGN:**

Thoughtful design and optimization of key touchpoints across the full partner lifecycle (recruit, onboard, enable, cosell, grow, renew).

× **VOICE-OF-PARTNER & FEEDBACK LOOPS:**

Structured processes to capture, analyze, and act on partner feedback to continually improve experience.

× **MEASURABLE IMPACT:**

Evidence that partner experience improvements contributed to tangible results such as higher partner engagement, retention, satisfaction, and revenue contribution.

× **SMART USE OF IMPARTNER CAPABILITIES:**

Demonstrated use of Impartner tools (e.g., journeys, automation) to simplify partner interactions and make it easier to do business together.

We recommend including data on metrics like indirect revenue percentage, partner satisfaction/NPS, partner-led renewal rates, time-to-first-deal, and portal/asset usage.

SUBMIT NOMINATION



2 **INNOVATION AWARD**

This award celebrates an individual or team that has broken new ground in how they design, operate, or scale their partner and channel programs. The recipient has introduced innovative strategies, business models, or technology use, especially with Impartner solutions, that materially shift what's possible for their partners and their ecosystem.

award criteria

× **TRANSFORMATIVE IDEA:**

A clearly defined innovation that addresses a meaningful challenge or opportunity in the partner ecosystem (e.g., new program construct, new engagement model, or new use of technology).

× **CREATIVE USE OF IMPARTNER CAPABILITIES:**

Novel or advanced use of Impartner products and integrations (e.g., AI, automation, workflows, data, marketplaces) to enable the innovation.

× **SPEED & AGILITY:**

Ability to design, pilot, iterate, and scale the innovation quickly, with clear learnings and improvements along the way.

× **BUSINESS & PARTNER IMPACT:**

Quantifiable impact on both the business and partners, such as increased partner productivity, new revenue streams, improved partner performance, or new partner types activated.

× **SCALABILITY & FUTURE POTENTIAL:**

Evidence that the innovation can be replicated, extended to other segments/regions, or serves as a best practice for the wider ecosystem.

We recommend including data on metrics such as time-to-value for new initiatives, adoption rates, incremental revenue or pipeline generated, and partner participation in innovative programs.

SUBMIT NOMINATION



3 **PARTNERSHIP GROWTH ACHIEVEMENT AWARD**

This award honors an individual or team that has delivered exceptional growth through their partner ecosystem. The recipient demonstrates how a clear strategy, disciplined execution, and strong partner alignment have driven meaningful yearoveryear increases in indirect revenue, partner sourced pipeline, and ecosystem expansion.

award criteria

× **OUTSTANDING GROWTH RESULTS:**

Significant, measurable growth in partner-driven revenue and/or pipeline over the previous 12-18 months.

× **STRATEGIC ECOSYSTEM EXPANSION:**

Thoughtful expansion of the partner ecosystem (by type, tier, region, or vertical) aligned to business objectives.

× **PARTNER SUCCESS & PRODUCTIVITY:**

Programs and initiatives that help partners ramp faster and sell more (enablement, incentives, deal support, coselling, etc.).

× **DATA INFORMED DECISION MAKING:**

Use of data and insights to identify growth opportunities, optimize partner mix, and focus investments on high potential partners.

× **SUSTAINABILITY OF GROWTH:**

Evidence that growth is sustainable (not oneoff), with frameworks, governance, and playbooks in place to maintain momentum.

We recommend including data on metrics like year-over-year indirect revenue growth, partner sourced and partner influenced pipeline, net-new partner acquisition, and partner productivity (revenue per partner).

SUBMIT NOMINATION



4 **CHANNEL LEADERSHIP AWARD**

This award recognizes an outstanding channel or ecosystem leader (or leadership team) who is shaping the future of partnerships in their organization and the broader industry. The recipient serves as a champion for partner led growth, inspires cross functional collaboration, and consistently elevates the role of the channel within the business.

award criteria

× **VISION & STRATEGY:**

A clear, compelling channel or ecosystem vision, with a documented strategy that aligns to corporate goals and partner needs.

× **CHANGE LEADERSHIP:**

Demonstrated ability to drive organizational change (e.g., breaking down silos, aligning sales with channel, modernizing partner programs) and bring stakeholders along.

× **ADVOCACY FOR PARTNERS:**

Visible champion of partners internally and externally, amplifying their success, incorporating partner feedback, and advocating for partner-centric decisions.

× **RESULTS & PROGRAM MATURITY:**

Evidence that leadership resulted in improved partner program performance, increased partner engagement, or a higher share of indirect revenue.

× **INDUSTRY & COMMUNITY IMPACT
(OPTIONAL):**

Contributions to the broader ecosystem, such as thought leadership, speaking, content, or participation in industry councils and communities.

We recommend including data such as program maturity, partner engagement trends, indirect revenue mix, and qualitative examples of leadership impact on stakeholders and partners.

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5 **PARTNER MARKETING EXCELLENCE AWARD**

This award celebrates an individual or team that has designed and executed an outstanding partner marketing strategy. The winner combines compelling joint value propositions, creative campaigns, and smart use of MDF/marketing resources to drive measurable demand, pipeline, and brand impact with and through partners.

award criteria

× **INTEGRATED PARTNER MARKETING STRATEGY:**

Clear strategy that connects partner marketing to overall business and partner program objectives, rather than oneoff campaigns.

× **COMPELLING JOINT VALUE PROPOSITION:**

Ability to articulate and activate a differentiated story with partners that resonate with target buyers.

× **CREATIVE & EFFECTIVE EXECUTION:**

High quality co-marketing or through-partner campaigns (digital, events, content, ABM, etc.) that stand out for creativity and relevance.

× **SMART USE OF MDF & RESOURCES:**

Efficient and innovative use of MDF, incentives, and marketing resources that make it easy for partners to participate and succeed.

× **MEASURABLE MARKETING IMPACT:**

Clear evidence of business outcomes, pipeline, revenue influence, partner-sourced opportunities, or expansion in new segments/regions.

We recommend including data on metrics like campaign-sourced pipeline, marketing qualified leads (MQLs), conversion rates, MDF utilization, and partner participation rates.

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6 **EXCELLENCE IN PARTNER DATA & INSIGHTS**

This award recognizes an individual or team that excels at turning partner data into actionable insight. The winner demonstrates strong data foundations, clear reporting, and analytics that guide smarter investments, better partner decisions, and improved performance across the ecosystem.

award criteria

× **ROBUST DATA STRATEGY & GOVERNANCE:**

Clear approach to collecting, cleansing, governing, and securing partner and program data across systems.

× **QUALITY & COMPLETENESS OF DATA:**

High quality partner records, segmentation, and profiling (e.g., partner tiers, types, capabilities, competencies, performance).

× **ADVANCED ANALYTICS & REPORTING:**

Effective use of dashboards, analytics, and reporting, ideally leveraging Impartner analytics, to monitor performance and guide action.

× **INSIGHT DRIVEN DECISION MAKING:**

Specific examples where data and insights directly informed changes to programs, incentives, enablement, or partner coverage models.

× **SHARING INSIGHTS WITH PARTNERS:**

Transparent, value-add reporting back to partners that helps them understand their performance, opportunities, and next best actions.

We recommend including data and examples related to data quality, completeness of partner profiles, segmentation, forecast accuracy, and decisions driven by insight.

SUBMIT NOMINATION

