

Measuring the ROI From the Convey Channel Program



Channel marketing sometimes feels as if your budget is being sucked dry as you spend your MDF funds on programs, promotions & events. If you have a difficult time tying the results to the dollars you have invested take a look at Convey Channel's playbook on how to measure success

Success Metrics

Here are 3 simple success metrics that marketing can point to when they analyze the ROI for the dollars that they have spent on promotions and programs.

- How many partners are aware of who I am, what I sell, and who buys our services?
- How many partners are willing to let me know who they are so I can form relationships with them?
- Are partners marketing my services to customers and prospects?



Are people aware of you?

A key marketing metric is the number of people aware of who you are. If you have a Convey master agent portal or a vendor catalog on Convey, we can tell you if people are looking and what elements of the site or catalog they visit. If they login to a portal, we can even tell you who they are. **Take a look at one vendor's catalog report for the past 30 days.**

Catalog	Sites	Catalog Views	Page Views	Post Views	Post Downloads	Newsletter Appearances
1	39	1196	446	5434	870	33

Will partners reveal who they are?

Partners will indicate if they want a relationship with you by giving you their contact info. In Convey, you can ask them to request a quote, refer a deal, or fill out a contact form. Measure your success by how many partners reveal their identity. Convey's system notifies you when a form is filled out and gives you a form report with all the data you need to respond.



Conduct™

Are partners marketing my services to customers & prospects?

Add content, turn on sharing, and use the post report to measure "email shares" and "downloads". This lets you know if partners are taking content off the site and sharing with others.

All Convey portals have **Conduct**, the email marketing service for partners. If you sponsor an email marketing campaign, we can tell you which partners ran the campaign, how many emails were sent, if those emails were opened, if the viewer clicked through and how many people filled out a form on the partner's landing page. Now you know if your marketing message was delivered all the way downstream to the customer or prospect.

Download

1-Touch Email Share