



**AIM MANAGED CLIENT**  
B2B/SaaS Focused

An innovative HR SaaS company that offers HR automation technology combined with a human factor that aims to support small to growing businesses.



**300%+**  
**INCREASE**  
MoM END-OF-  
YEAR GROWTH

**59.58%**  
**DECLINE** MoM  
END-OF-YEAR  
MARKETING  
SPEND

### **OBJECTIVE**

Upon taking over the program, our team recognized a significant challenge in understanding the incremental value of partners and optimizing payouts. The existing reporting structure lacked visibility into key performance metrics, hindering our ability to evaluate partner contributions accurately.

### **SOLUTION**

We closely collaborated with the client, enhancing the reporting framework by incorporating essential metrics like SQLs and subscriptions. This enabled a comprehensive assessment of program performance and each partner's incremental value, to optimize the program, fostering growth, and improving payout competitiveness. Our approach involved a needs assessment, analyzing existing reporting structures to identify metric gaps, and implementing changes based on collaborative insights.

### **OUTCOME**

The newfound ability to comprehend each partner's incremental value allowed for targeted initiatives, identifying and promoting successful partners while optimizing less-performing ones. This restructuring not only facilitated a nuanced understanding of partner value but also enabled competitive adjustments to payouts. The changes we facilitated highlight the transformative impact of data-driven insights in optimizing partner program performance, resulting in substantial growth and heightened competitiveness.