

How Kensington doubled PRM logins with Partner Poker

Kensington doubled partner engagement with their Advantage Portal and drove new partner behavior in just twelve weeks of IncentivePilot's poker game.



Engagement Made Easy

Kensington understands the partner activities that result in increased pipeline and revenue. They had already invested in Allbound, a Partner Relationship Management (PRM) software to resource partners with trainings, sample requests, account mapping resources, and co-marketing.

To incentivize engagement with Allbound, and create a habit around leveraging those resources, Kensington started using IncentivePilot's Partner Poker game.

IncentivePilot integrates seamlessly with the Advantage Portal using Allbound's Single Sign-On functionality.

Reps earn a card for each activity they complete. In this case, the player with the best poker hand won \$100.

Kensington ran six games over the period of twelve weeks. Over 200 reps participated.

Partner Poker Performance

2.2x

Unique PRM logins during the Partner Poker Program.

282

New partner activities completed.

\$614k

Net new partner revenue attracted by poker.

75x

Return on total program investment.

"IncentivePilot took our channel engagement to the next level by giving us a unique way to engage with our partners resulting in key behavioral changes. Our PRM engagement doubled and we saw more trainings, sample requests, social media postings, and account mapping calls in as little as six weeks. Partners want to play games at work, it's that simple."



Tayler Blanc, Sr. Channel Marketing Manager at Kensington

Learn more and schedule a demo at IncentivePilot.com

