

IncentivePilot Battlecard • The Partner Activation Platform

Company Overview

IncentivePilot offers plug-and-play channel marketing campaigns seamlessly integrated with partner portals and PRM. The campaigns use advanced gamification and automation to get the critical touchpoints required with partner sellers for true activation at scale. Activating sellers and growing mindshare has never been easier (or more fun).

How it Works

Channel leaders know how difficult it is to activate partners at scale and drive meaningful engagement beyond the top performing partners. The biggest problem is market saturation. Sellers are bombarded with partner communications and have access to hundreds of different partner portals. Channel leaders struggle getting the touchpoints required to earn mindshare and stay top of mind. Advanced gamification offers a fresh, fun, and automated way to get partner attention and drive results.

The best part is, traditional incentive programs can reduce their reward budgets by 90%.

Key Results

- Get the critical touchpoints with partner sellers to earn mindshare and drive meaningful results at scale.
- Reduce campaign management time by 95%*
- Reduce reward budgets by 90%*
- Double PRM logins and partner portal engagement*
- Enjoy 25x Return on Investment (ROI) Guaranteed

Product

- Choose from a variety of interactive, gamified campaigns with proven results (10x+ ROI for all of our customers).
- Customize with your partner enablement activities.
- Seamlessly integrate with your partner portal or PRM for an outstanding partner experience.
- Automate reward distribution and redemption.

Potential Objections

"We've tried gamification and it doesn't work."

"I can see younger sellers enjoying this but our partners are mostly seasoned veterans with 10+ years experience."

How to Address Them

What did you try? Most 'gamification' is simply assigning points and showing leaderboards. These antiquated strategies do not get the necessary touchpoints with sellers to drive meaningful results.

People love our games! The data show that there is no correlation of campaign participation to seniority, gender, or any other attribute.

Costs of Not Buying

- Fail to activate or engage partners
- Waste unnecessary time managing your channel seller marketing efforts
- Waste unnecessary money on partner rewards
- Fail to stand out from your competitors' partner programs

Pricing

- Quarterly campaigns are priced depending on usage and integration requirements.
- Pilot programs for new customers start at \$12,500
- Special discounts can be applied to the pilot program pricing in addition to the standard money back guarantee.

Competitor's Strengths

Although there are no direct competitors for IncentivePilot's advanced gamification features, a variety of vendors exist for global prize and payment distribution with more robust solutions.

- Global compliance and tax reporting services for distributed rewards
- Completely custom solutions
- If a customer is only looking for payments and rewards, IncentivePilot is not likely the best solution.
- If a customer is looking to activate partners with high ROI, IncentivePilot is likely the best solution.

Integrations

All integrations require some custom configuration

- Allbound
- Channeltivity
- Impartner
- Salesforce
- ZiftONE

Competitor's Weaknesses

- Ineffective 'gamification' that only includes points, leaderboards, and other antiquated programming
- Large contractual commitments
- Long implementation times
- Focus on global reward and payment logistics rather than driving partner engagement

