

## CASE STUDY

# Expanding business into new industries

Extend client business in the SMB and Government/Education spaces

**777**  
Leads  
Generated

**\$14.9M**  
Attributable  
Closed Sales

**\$10.8M**  
Attributable  
Closed Server  
Sales

## Challenge

- ✓ Grow client business in the SMB and Government/Education space
- ✓ Focus on sales for server, storage, and networking

## Action

- ✓ Vendor Provided list of 1,507 partners
- ✓ OneAffiniti onboarded 436 partners
- ✓ OneAffiniti worked with the partners to upload their customer list to a secure site
- ✓ OneAffiniti built individual campaigns for each of those partners
- ✓ OneAffiniti sent 1,685 emails with a total reach of 2.3M

**Impact your partners and their customers.**

Visit [www.oneaffiniti.com](http://www.oneaffiniti.com) or email [hello@oneaffiniti.com](mailto:hello@oneaffiniti.com)

**OneAffiniti** 



**For more valuable insights from  
our effective marketing programs,  
and a better understanding  
of your customers, talk to the  
OneAffiniti team.**

Specializing in the creation of effective, measurable through-channel marketing programs, we're trusted globally to power mutually rewarding vendor and partner relationships.

Our program is used by the world's top technology firms to target their partners' customers, but it's our commitment to delivering on ROI targets that truly makes us stand apart.



[oneaffiniti.com](http://oneaffiniti.com)