

Measure Channel Performance



How KPIs help you monitor your channel partner revenue and productivity growth

Sustainable expansion demands effective analysis. When working with channel partners, focusing on these KPIs will result in optimum performance among them and growth for your sales & marketing efforts-

Gross margin to cost ratio



Focus on optimizing incentives for those channel partners who amplify the ratio of revenue generated against incentive rewards spend.



Effective incentive programs lead to as much as

21x revenue

against incentive spending.



With Fielo, companies register a

78x gross margin

for each dollar spent on incentives.

Revenue uplift driven by training



Incentivizing channel partners for training ensures product knowledge and on-spot customer servicing. Improve the quality of the training programs in place and leverage their potential to influence revenue.



Partners that participate in training activities

sell 23% more

than those that don't.



Regular training generates

50% higher net sales

per channel partner.

Level of engagement



Recognizing behaviors of various channel partners and incentivizing them will increase engagement level and mindshare with a channel partner for increased productivity.



Engaging with channel partners reduces the period for reaching optimal productivity by

50% or more.



With Fielo, companies witness more than

15 interactions

per month per channel partner.