



AI-Driven Insights for Sales Teams: Stronger Customer Connections Close More Opportunities

Speakers



Kristin Carey

Vice President, Partner Development



Jeff Holmes

Founder + CEO



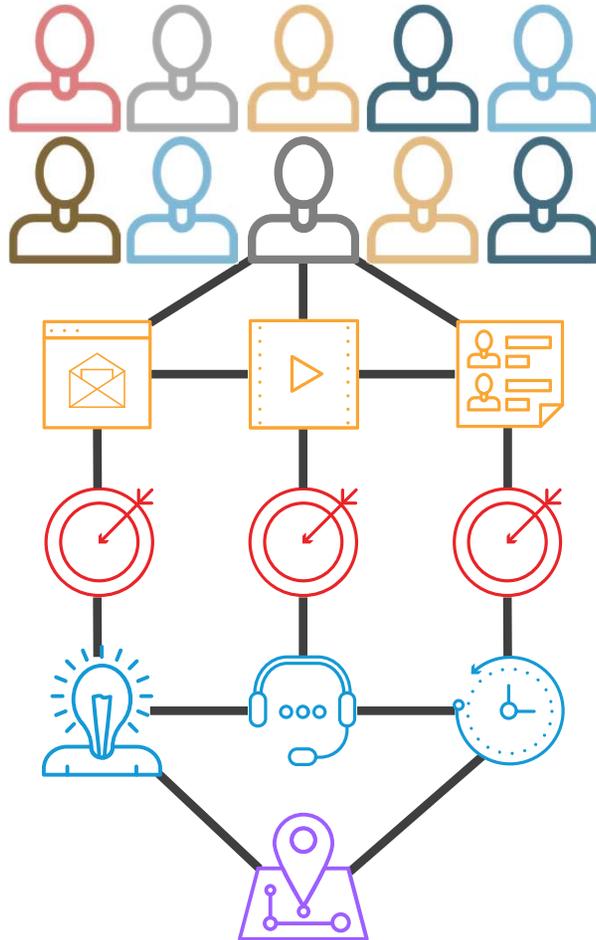
About eTrigue

- “Thru + With” Channel Marketing Programs
- Platform + Services Together
 - ✓ Specialize in Channel
 - ✓ Digital Marketing Program Execution
 - ✓ AI Lead Insights & Sales Performance Tracking
 - ✓ Creative, Content & Execution Team
- Supporting 93 countries, 21 languages
- HQ: San Jose, CA

Clients:



Scaling Partner Marketing **with Confidence**



Launch new partners in days

**Onboarding partner, messaging/
training, target list development**

**Co-branded emails and Media sent
to target accounts/contacts**

**Prospects Visiting landing pages/InfoCenter
and viewing/downloading assets**

**Lead & Company Insights sent
to partner sales reps in real-time**

**Tracking the responsiveness of
each partner sales rep**

Coffee with eTrigue.



**Sip in style
and join the
eTrigue
MUG CLUB**

etrigue.com/mugclub

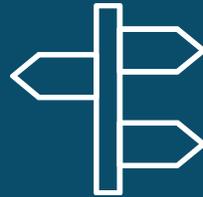
Get a Complimentary Partner Marketing Roadmap:



Peer
Rankings



Personal
guide to scale
partner
marketing



Tips on what
to prioritize
for the most
impact

eTrigue

Partner Marketing Roadmap

Prepared exclusively for John Prospect
at Acme Corporation

March 19, 2025

Intelligent Demand Generation™

[eTrigue.com/Roadmap](https://etrigue.com/Roadmap)



AI-Driven Insights for Sales Teams: Stronger Customer Connections Close More Opportunities

**“75% of Partners
don’t have the
resources or
time to market
your solutions.”**

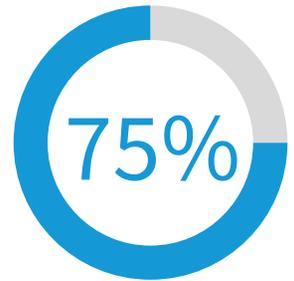
Forrester Report

“If you don’t market for your partners, it just won’t happen. Most don’t have the time or the skills to drive demand or maintain your brand.”

Jay McBain
Chief Analyst, Canalys

“Make it Easy... Do it for Me”

Partner marketing profile	TCMA approaches
<p>Corporate Marketer</p> <ul style="list-style-type: none"> • Large single-tier partners or distributors • Carries many global brands 	<p>Independent</p> <p>“Give me branded assets and syndicated content.”</p>
<p>Power Marketer</p> <ul style="list-style-type: none"> • Large or mid-sized single-tier partner • Competent marketing strategists 	<p>Do it yourself (DIY)</p> <p>“Let me cobrand, customize and create”</p>
<p>Neophyte</p> <ul style="list-style-type: none"> • Large or mid-sized single-tier partner • Already executing some marketing activities, such as events or email campaigns 	<p>Do it for me (DIFM)</p> <p>“Give me options for turnkey, cobranded programs that I can opt out in to set and forget.”</p>
<p>Luddite</p> <ul style="list-style-type: none"> • Small or mid-sized single-tier partner • Relies heavily on sales, business development, and relationships to grow the business 	<p>Do it on behalf (OBO)</p> <p>“Conduct localized, cobranded marketing programs without my involvement.”</p>



50%

Buyers go to
the vendor that
replies

First

11x

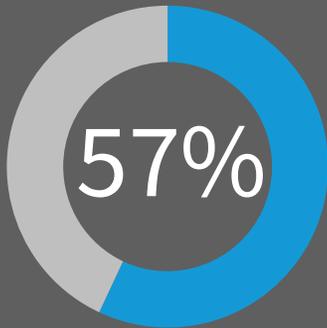
Prospects engage
if you follow up
within

5 minutes

<1%

Inbound leads
are engaged
in under

5 minutes



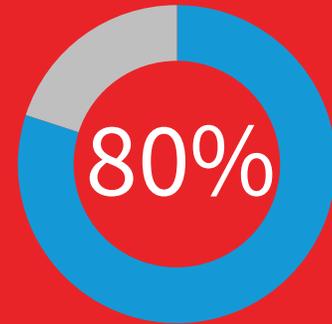
Companies are contacting leads after more than a week has elapsed.

44%

Sales people give up after

<1

follow-up.



Sales people give up after **3 attempts** for contact.

The Problem with Traditional Programs: Lead Data is **Extremely Limited & Outdated**

	A	B	C	D	E	F	G			H			
1	Lead	First Name	Last Name	Company Name	Email	Phone	Job Title			Job Function			
2		Uthaya	Nidhi	Upper Canada Soap	email@company.c	408-555-12125	Manager, Information Technology			IT			
3		Perry	Yao	ADN	email@company.c	408-555-12125	Director, Information Technology			IT			
4		Jermaine	Chung	ACCES Employment	email@company.c	408-555-12125	Manager, Information Technology			IT			
5		Brandon	Denton	Ontario One Call	email@company.c	408-555-12125	Director, Information Technology			IT			
6		Brady	Allin	Standards Council of Canada	email@company.c	408-555-12125	Director, Integration			Integratio			
7		Steven	Sherwood										
8				I	J	K	L	M	O	P	Q	R	
9				Job Lev	Industry Type	Employee Size	Revenue Size	Address1	City	State	Zip Pos	Count	Asset
		Patrick	Chin	Manager	Manufacturing	51-200 employees	\$1 million to \$50 mi	5875 Chedworth	Mississaug	Ontario	L5R 3L9	Canada	Protecting Against Compromis
				Director	Financial Services	10,001+ employees	\$1 billion +	20 Bay Street Wa	Toronto	Ontario	M5J 2N8	Canada	5 Ways to Stop Business Emal
				Manager	Non-profit Organization	51-200 employees	\$1 million to \$50 mi	489 College Street	Toronto	Ontario	M6G 1A5	Canada	Protecting Against Compromis
				Director	Public Safety	51-200 employees	\$1 million to \$50 mi	104 Cooper Dr Ste	Guelph	Ontario	N1C 0A4	Canada	5 Ways to Stop Business Emal
				Director	Government Administra	51-200 employees	\$1 million to \$50 mi	55 Metcalfe Stree	Ottawa	Ontario	K1P 6L5	Canada	Protecting Against Compromis
				Director	Performing Arts	51-200 employees	\$1 million to \$50 mi	227 Front Street E	Toronto	Ontario	M5A 1E8	Canada	5 Ways to Stop Business Emal
				Director	Hospitality	51-200 employees	\$1 million to \$50 mi	5090 Explorer Dri	Toronto	Ontario	L4W 4T9	Canada	Protecting Against Compromis
				Director	Nuclear Electric Power	51-200 employees	\$1 million to \$50 mi	2275 Upper Midd	Oakville	Ontario	L6H 0C3	Canada	5 Ways to Stop Business Emal

- Limited to contact details, company, asset downloaded
- Delayed weekly or monthly notification via CSV/Excel

A hand holding a pen over a document, with bokeh lights in the background. The text is overlaid on the image.

Introducing Lead Enrichment

“Lead Insights
from eTrigue”

eTrigue Helps Sales Reps Follow Up “With Confidence”

Lead Insights



Prospect
Insights,
delivered in
real-time

Interests



Background,
history and
social media

Company Insights



Company,
News,
Messaging &
Competitors

Follow-up Emails



Suggested
Responses for
Sales Reps

Real-time “Lead & Company Insights”



Email Lead Alerts to Sales Reps Drive Results

Real-Time Marketing Qualified Lead Alert

John Prospect at Acme Corp

[View Lead Insights](#)

Get to Know John Prospect

John Prospect
Director, Information Services
Acme Corp

[Jim Sales, Submit Lead Response](#)

1-530-555-3456
john.prospect@acmecorp.com
1144 Applegate Road
Huntsville, AL 35649

Lead Insights

John Prospect is a seasoned information security professional with over a decade of experience in both public and private sectors. Currently serving as the Director of Information Security at Foundation Medicine, he has progressively advanced through various roles within the company since 2015. His expertise spans ... [More Lead Insights](#)

Last Source
Migration_ContentSyndication_Leads

Recent Visits

Visit Date: **08/28/24**
2:00 PM PST for 10 min.

Whitepaper - The Business Value of Migration 7 min., 10 sec.

Infocenter - AWS and Accenture Connected Construction 2 min., 50 sec.

Visit Date: **09/14/24**
6:00 AM PST for 12 min., 47 sec.

Webinar - Deploying and retiring infrastructure 6 min., 13 sec.

Infocenter - AWS and Accenture Connected Construction 6 min., 34 sec.

Your Performance

Pending Leads: 1 Total Leads: 20
Average Response Time: 45 min.
Opportunity Posted: \$1,000,000

[Review All Leads](#)

Sales Top Performers

Average Response Time

1 Jim Sales 🏆	1 min.
2 Jane Sales	9 min., 47 sec.
3 Blankenship Sales	38 min., 58 sec.

Opportunity Posted

1 Jim Sales 💰	1,000,000
2 Jane Sales	50,000

Acme Corp Details

18895 Arenth Ave
City of Industry, California 91748
United States
[+65 11000469](#)
[www.acmecorp.com](#)

[View Company Insights](#)

Company Insights

Acme Corp, founded in 1911, is a global leader in technology and innovation, specializing in cloud computing, artificial intelligence, and IT consulting. With a strong focus on research and development, Acme Corp continually pushes the boundaries of what's possible in areas such as quantum computing, blockchain, and ... [More Company Insights](#)

Recent Acme Corp News

August 13, 2024
Are you using liquid biopsy to its potential?
Learn from a panel of experts as they share information and perspectives about biomarker testing guidelines and the biomarker DNA tumor ... [More Company Insights](#)

Next Step: “Sales Rep Click Here”

Prospect Insights & Background

Sales Team Performance

Company Insights, News and PR

“Prospect Insights” - Background & Social Media

Prospect Social Media & Interests

Prospect Insights & Background

Job History & Experience

John Prospect from Acme Corp
Lead Insights Activity Company Insights Alerts & Responses [Send message](#)



John Prospect
Director of Information Services
Acme Corp

Active Unsubscribe

Individual Contact:

[1-555-867-5309](#)

john.prospect@acmecorp.com

1144 Applegate Road
Huntsville, AL 35649
US

Company Contact:

18895 Arenth Ave
City of Industry, California 91748
United States

+65 11000469

Owner: **Jim Sales**

Source: Migration_ContentSyndication_Leads	Last Source: Migration_ContentSyndication_Leads
Date Added: Feb 28, 2025	Last Modified: Mar 18, 2025

COMPANY INSIGHTS

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John Prospect is a lead. See why.

1 new alert for this lead is awaiting a response. [Respond Here](#)

Most Recent Lead Alerts Rule: **Asset Download (DL) Migration**

This prospect downloaded an asset in the Cloud Adoption Migration Lead Accelerator Program

Most Recent MQL: **Asset Download**

This person recently downloaded the asset called Using AI to Accelerate Cloud Adoption

Lead Insights

GET TO KNOW JOHN

John Prospect is a seasoned information security professional with over a decade of experience in both public and private sectors.

Currently serving as the Director of Information Security at Acme Corp, he has progressively advanced through various roles within the company since 2015. His expertise spans across cyber security, risk management, and information assurance, supported by multiple industry-recognized certifications including CISSP and GIAC.

John's background includes significant experience in government agencies and consulting firms, demonstrating his versatility in applying security principles across different organizational contexts. His involvement in professional organizations such as H-ISAC and Infragard Boston, coupled with his educational background in Information Assurance, positions him as a well-rounded and knowledgeable leader in the field of information security.

ADDITIONAL DETAILS [Show Additional Fields](#)

Length Of Stay	eTrigue ID
12317	00001

John reposted this • 3 months ago



It's a big day for Invitae. Today, we become part of the Lab to further support genetic testing and precision medicine a rightful place as part of mainstream healthcare

John posted • 5 month ago



Saddened to hear of the passing of Gary Koepeke. He was truly one of the GOATS.

In 2004 I was coming off a decent run professionally when I call from a small Boston agency with an exclamation mark in their name. Modernista! was legend. The work oozed Gary's and attitude. The unique mash-up of design, fashion, music, and pop culture was nothing short of and thrilling.

I'm eternally grateful to have been around Gary's enormous talent. Keep sending out light and truth, mate.

Director, Information Security
Acme Corp
Oct 2021 - Present
Huntsville-Decatur-Albertville Area, Alabama, United States

Associate Director, Information Security
Foundation Medicine

“Company Insights” - Details, Summary & News

John Prospect from Acme Corp

Lead Insights Activity Company Insights Alerts & Responses [Send message](#)

John Prospect
Director of Information Services
Acme Corp

Active [Unsubscribe](#)

Individual Contact:

- 1-530-555-3456
- 1-555-867-5309
- john.prospect@acmecorp.com

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US

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Company Insights

ACME CORP AT A GLANCE

Acme Corp, founded in 1911, is a global leader in technology and innovation, specializing in cloud computing, artificial intelligence, and IT consulting.

With a strong focus on research and development, Acme Corp continually pushes the boundaries of what's possible in areas such as quantum computing, blockchain, and cybersecurity. The company's mission is to help businesses and organizations harness the power of technology to drive positive change and improve operations.

ACME's vast portfolio of products and services, coupled with its global presence and partnerships, positions it as a key player in shaping the future of technology across various industries. The company's commitment to innovation is evident in its numerous patents and ongoing development of cutting-edge solutions like ACME AI and hybrid cloud platforms.

COMPANY SPOTLIGHT

Corporate Contact:

- Monument Valley Rd
Kayenta, Arizona 86033
US
- +65 11000469
- www.acmecorp.com
- linkedin.com/company/acmecorp

Company Tagline:
The global standard of quality is ACME

Owner:

Source	Last Source
Migration_ContentSyndication_Leads	Migration_ContentSyndication_Leads
Date Added	Last Modified
Feb 28, 2025	Mar 18, 2025

ACME CORP IN THE NEWS

August 13, 2024
Are you using liquid biopsy to its potential?

Learn from a panel of experts as they share information and perspectives about biomarker testing guidelines and the biomarker ctDNA tumor fraction reported by Foundation Medicine's liquid biopsy test.

Register today for our Foundation Frontiers webinar on advanced prostate

Founded
1985

Company Size
500 - 999

Revenue
\$100 - \$499.9 Million

Industry
IT Infrastructure

Specialties
IT, Cloud Services, Cloud Migration, Server, IT Infrastructure

AFFILIATED COMPANIES

- 7Summits, an Acme Company
<https://www.linkedin.com/company/7summits>
IT Services and Consulting
- Phytel, an Acme Company

LEAD INSIGHTS

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Company Insights & Overview

Affiliated Companies & Competitors

Latest News & PR

“Prospect Activity” - Campaign Interest & History

Show Prospect Interest Levels in Content

All Campaign Exposure

Campaign History

John Prospect from Acme Corp

The screenshot displays a CRM profile for John Prospect, Director of Information Services at Acme Corp. The profile includes contact information, company details, and a list of campaign activities. Key metrics are highlighted in red boxes:

- Lead Insights:** Delivery Rate 100.0% (35 Delivered), Open Rate 51.4% (18 Opens), 35 Messages Sent.
- Activity:** 20 Visits (5 in the last month), 21 Pages Viewed (1.1 Pages/Visit), 3 minutes Average Visit Length.
- Activity History:** A list of interactions including a visit on March 11, 2025, and an email sent on February 27, 2025.

Additional sections include 'MOST RECENT MQL' with an 'Asset Download' link and a 'SCORING' section with various scores. The 'LEAD INSIGHTS' section provides a brief bio of John Prospect.

“Alerts & Responses” - Record Sales Rep Follow up

Suggested Follow-up Messages

Sales Rep Response History

Select Rep Response

John Prospect from Acme Corp

John Prospect
Director of Information Services
Acme Corp

Active Unsubscribe

Individual Contact:

- 1-530-555-3456
- 1-555-867-5309
- john.prospect@acmecorp.com
- 1144 Applegate Road
Huntsville, AL 35649
US

Company Contact:

- 18895 Arenth Ave
City of Industry, California 91748
United States
- +65 11000469

Owner
Jim Sales

Source: Migration_ContentSy Migration_ContentSy
Migration_Leads ndication_Leads

Date Added: Feb 28, 2025 Last Modified: Mar 18, 2025

RECENT VISIT DETAILS

Visit Date: March 11, 2025
Length of Stay: 3 minutes 37 seconds
Visit Details: Migration_Webinar_Overview

John Prospect is a lead. See why.

1 new alert for this lead is awaiting a response.

Most Recent Lead Alerts Rule:
Asset Download (DL) Migration
This prospect downloaded an asset in the Cloud Adoption Migration Lead Accelerator Program

Most Recent MQL:
Asset Download
This person recently downloaded the asset called Using AI to Accelerate Cloud Adoption

Send message

Add a Sales Response

- 1 Choose Response Type
- 2 Choose Opportunity Level
- 3 Add Sales Notes

Submit Response

Response History

- Response with \$50,000 opportunity posted March 7, 2025 • Responded in 20 days
Conversation
- Response with no opportunity posted March 4, 2025
Email Follow-up
- Response with \$10,000 opportunity posted February 27, 2025 • Responded in 15 hours (2 alerts matched)
Meeting
Meeting set for March 01, 2025 at 8:09 AM

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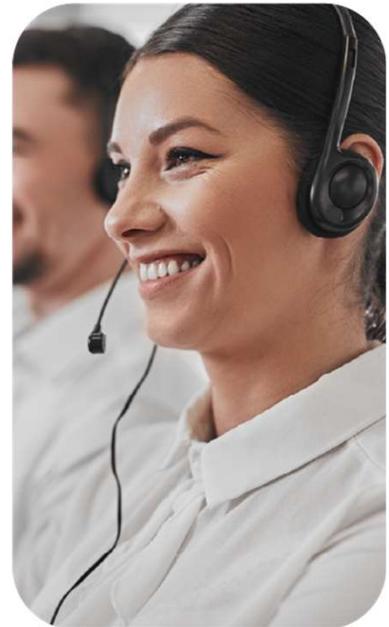
COMPANY INSIGHTS

Recent Alerts

- Snapshot Alert Sent to Jim Sales
March 4, 2025 • Sent to Jim Sales (jim.sales@genericpartner.com)
- Snapshot Alert Sent to Jim Sales
March 3, 2025 • Sent to Jim Sales (jim.sales@genericpartner.com)

“Lead & Company Insights” > Sales Rep. Confidence

- “AI Sales Insights” for Prospect, Company and News
- Complete Prospect Background, Skillset, History and Social Media
- “Insights” are delivered in Real-time, with Sales Rep Tracking
- Suggested Follow-up emails prebuilt for Sales Reps to Respond
- Large scale Intent-based Lead Insights for Informed Prospecting



How to motivate your team - “Competition”

- Share how each Sales Rep is performing
 - Follow-up & responsiveness
 - # of Meetings
 - \$ of Opportunities
 - Call out superstars for recognition
- Run a contest – Awareness & Appreciation (Most meetings wins)
- Highlight weekly ranking on “Team calls”

Real-time “Lead & Company Insights”



Email Lead Alerts to Sales Reps Drive Results

Real-Time Marketing Qualified Lead Alert

John Prospect at Acme Corp

[View Lead Insights](#)

Get to Know John Prospect

John Prospect
Director, Information Services
Acme Corp

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Huntsville, AL 35649

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Last Source
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Whitepaper - The Business Value of Migration 7 min., 10 sec.

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[Review All Leads](#)

Sales Top Performers

Average Response Time

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2 Jane Sales	9 min., 47 sec.
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Opportunity Posted

1 Jim Sales 💰	1,000,000
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Prospect Insights & Background

Sales Team Performance

Company Insights, News and PR

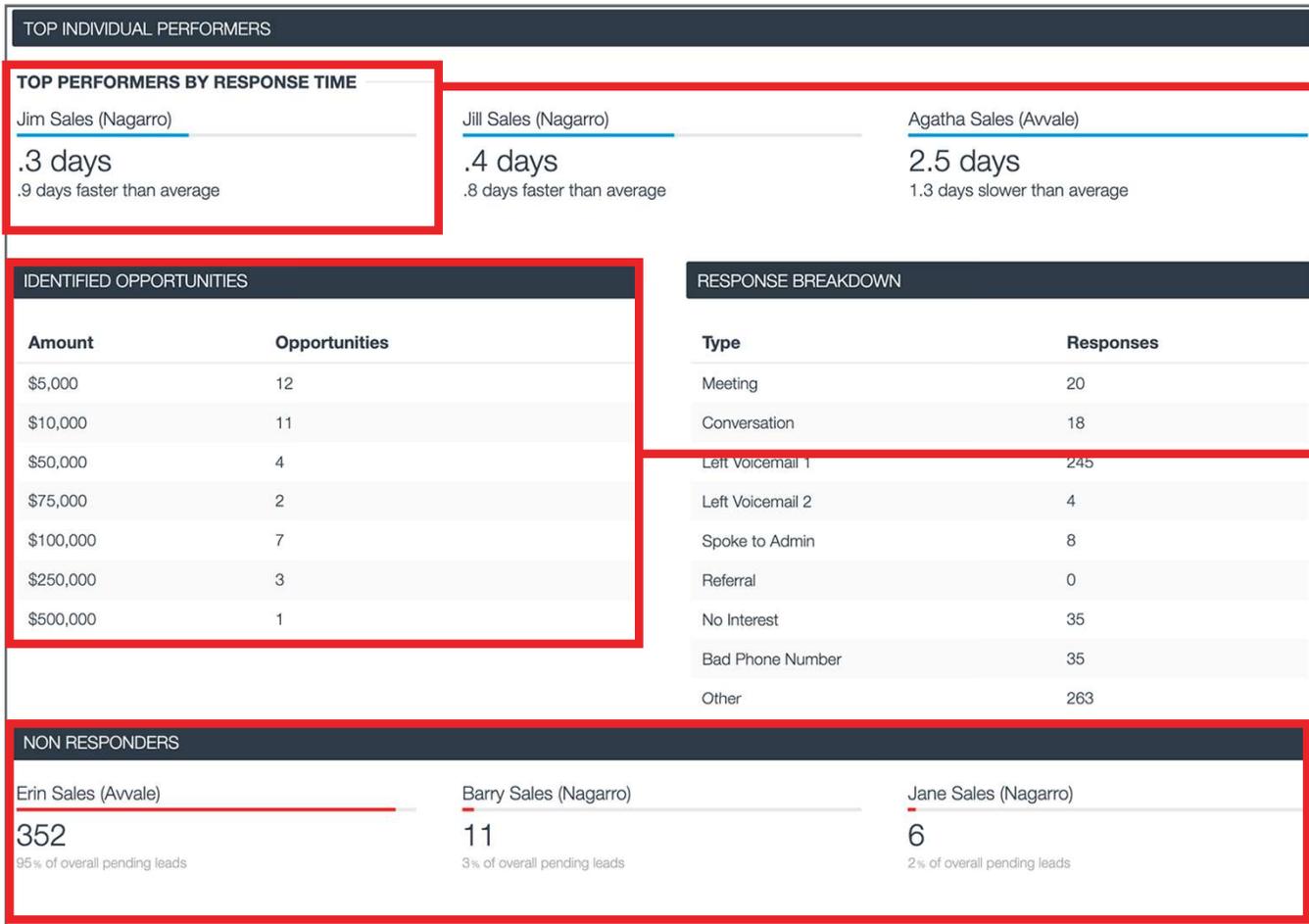
“Track Performance” of each Partner

OVERALL PERFORMANCE				
Leads Identified 1,395 <small>1046 responses</small>	Opportunity Identified \$2.47M <small>124 opportunities posted</small>	Pending Leads 155	Pending Opportunity \$327K	Avg Response Time 1.20 days <small>1046 responses</small>
PARTNER PERFORMANCE				
AVVALE				
Leads Identified 690 <small>49% of overall leads identified 339 responses 1069 alerts sent</small>	Opportunity Identified \$950K	Pending Leads 135 <small>45% of overall pending leads</small>	Pending Opportunity \$90K	Avg Response Time .5 days <small>339 responses</small>
NAGARRO				
Leads Identified 🏆 705 <small>51% of overall leads identified 708 responses 1058 alerts sent</small>	Opportunity Identified \$1.52M	Pending Leads 20 <small>5% of overall pending leads</small>	Pending Opportunity \$237K	Avg Response Time 🏆 1.3 days <small>708 responses</small>
TOP INDIVIDUAL PERFORMERS				
TOP PERFORMERS BY RESPONSE TIME				
Jim Sales (Nagarro) .3 days <small>.9 days faster than average</small>	Jill Sales (Nagarro) .4 days <small>.8 days faster than average</small>	Agatha Sales (Avvale) 2.5 days <small>1.3 days slower than average</small>		

Program Roll-Up

Individual Partners

“Track Performance” of Each Partner Sales Rep



Sales Follow up

Opportunities & Outcomes

Needs Attention

“Follow up with Confidence, Close More Deals.”

1. Timely Follow-Up

Following up within minutes of receiving leads to maximize conversion chances.

2. Real-Time Lead Distribution

Instant distribution of leads greatly enhances Sales' response times.

3. Sales Team Training & Accountability

Involving Sales in campaign training fosters alignment and ensures priority of resources.

4. Comprehensive Prospect Insights

Detailed information about prospects/companies allows Sales Reps to “follow up with confidence”.

5. Sales Resource Accessibility

Battle cards and call scripts should be easily accessible.

The logo for eTrigue, featuring the word "eTrigue" in a white sans-serif font. The letter "i" is stylized with a blue dot and a red vertical bar. The background is a dark blue, futuristic tunnel with glowing light trails in purple, green, and blue, converging towards a bright light at the end.

eTrigue.

Q&A



Thank you!

Let's meet:
etrigue.com/demo

+1-800-858-8500



Kristin Carey
VP, Partner Development
408.490.2905
kristin.carey@etrigue.com



Jeff Holmes
Founder + CEO,
eTrigue and 3marketeers
jeff.holmes@etrigue.com