

# WatchGuard generates \$1.7M in Partner Pipeline with Relevize

## KEY RESULTS

\$1.7M

PARTNER PIPELINE

38x

ROI

100%

PARTNER ADOPTION

50%

LEAD TO MEETING RATE

## Company

Founded in 1996, WatchGuard has been providing their clients with security solutions such as firewall services, secure WiFi, multi-factor authentication, and endpoint security for over 25 years. WatchGuard is constantly on the lookout for innovative solutions that will provide value for them, their clients, and their 18,000 global partners.

## Challenge

The channel marketing team at WatchGuard was facing two distinct challenges they aimed to solve in collaboration with Relevize: not driving enough pipeline to channel partners and low partner utilization of sponsored funding.

The team at WatchGuard had tried several different solutions to address these challenges and was unable to see substantial results in either partner pipeline generation or overall partner engagement. In 2021 WatchGuard reached out to Relevize with these challenges in mind.

“

Both internal teams and partners were thrilled. In fact, a lot of partners are sharing that it's the best demand generation program that they've ever run.



JENNIFER REED  
REGIONAL FIELD MARKETING  
DIRECTOR, NORTH AMERICA

## Solution

In 2021, WatchGuard was delighted to begin working with Relevize, a demand generation platform which enables channel teams to execute advertising campaigns on behalf of their partners at scale. These campaigns drove leads directly to partners, while the platform provided full visibility for the WatchGuard team into the status and results of each campaign, lead, opportunity, and dollar spent.

## Results

We sat down with Jennifer Reed, WatchGuard’s Director of Field Marketing, to discuss the success they’ve seen. In the first campaign alone, "Relevize led to over 10 deal registrations, for a total pipeline of \$1.7 million." This far exceeded their initial goal of a 10x return on investment, achieving a 38x return.

Furthermore, Relevize has seen a 100% adoption rate by Watchguard’s eligible partners, Jennifer commented that she “can say with complete certainty that Relevize is really the only program [they’re] running currently that has 100% participation across the board.”

## Conclusion

Through Relevize, WatchGuard was able to overcome lead generation challenges and achieve remarkable success in a short period of time. Jennifer expressed excitement about expanding the Relevize program beyond the United States. She closed by saying, “We're just beyond excited to be able to offer such a valuable platform for our partners.”

Ready to maximize your partner revenue?

Visit Our Website to Learn More

