

How Chili Piper Exploded Partner Pipeline with Relevize

KEY RESULTS

50k

AVERAGE NUMBER OF IMPRESSIONS*

\$100

AVERAGE CPL

10x

AVERAGE ROI

\$200k

AVERAGE ANNUAL CLOSED REVENUE

*From Initial Campaign

The Company

Founded in 2016, Chili Piper is the leading meeting lifecycle automation platform, working with businesses like Airbnb, Meta, and Shopify to convert website visitors into prospects in real-time. Chili Piper’s 90+ channel partners work to bring in net new business, onboard new clients, as well as service and support existing clients to ensure that they’re getting the most out of their solutions.

The Challenge

In February 2022, Chili Piper’s Director of Channel Partnerships, Anthony Kapitanski, mentioned two key initiatives when he first began conversations with the Relevize team. 1. Stay top of mind with channel partners, and 2. Drive more partner pipeline. In the world of channel partnerships, vendors compete for the time of their partners, each aiming to have partners focus on selling and supporting their products vs. those of their competitors. Anthony elaborates:

“

We were really concerned about how to stand out in a crowded marketplace and gain the mind share of our channel partners. We know our competitors are trying to work with the same partners, and we have to provide more value than them so they want to work with us.



ANTHONY KAPITANSKI
DIRECTOR OF CHANNEL PARTNERSHIPS

While staying top of mind with partners was a priority for the Chili Piper team, the primary result Anthony wanted was to **drive more pipeline through the partner program**. He stated that the team was highly “focused on how we can help our channel partners grow their business effectively,” to in turn, drive growth for Chili Piper. These two initiatives go hand in hand, as filling the pipeline is made easier when channel partners are more dedicated to your company’s products or services.

The Solution

Anthony and the Chili Piper team ultimately decided to utilize the Relevize platform to address these challenges. He described his thought process: “When we were deciding which tools to invest in for our partner program, **there really wasn't anything else on the market that would enable us to drive partner lead gen efforts at scale.** We're now able to, basically at the click of a button, execute campaigns on behalf of our partners and have a centralized view of how each is performing—it's awesome.”

Partnering with Relevize offered Chili Piper a unique way to position themselves in the minds of partners, Anthony explained, “**We're now able to provide a steady flow of leads to our partners** by investing in paid ad campaigns that enable them to see a lot more value in the partnership with Chili Piper and want to invest a lot more of their time, energy, and resources into working with us.”

As a result, Chili Piper has seen partners generating pipeline and closing net-new business at an unprecedented rate.



Since we've started working with Relevize, we've seen hundreds of thousands of dollars of pipeline generated, not only to Chili Piper directly but to our partners. Our partners have bragged about closing multiple six-figure deals since launching on the Relevize platform, and we kind of have a line of partners waiting to join the program.

On average, **Chili Piper has generated over \$200,000 per year in closed won revenue** sourced from Relevize campaigns.

Anthony pointed to an unexpected benefit his team gained from the Relevize platform: visibility. “Relevize has given us another level of granular visibility into how our partners are working with the leads that are driven to them. Without Relevize's lead dashboard, we really wouldn't have any idea what our partners are doing with leads, whether they're following up, and what the deal stage is. Now the Relevize platform enables us to get that visibility on a day-to-day basis and make decisions based on that data.”

Conclusion

Chili Piper is proud to report an **ROI of 10x** on the overall Relevize program, which Anthony attributes to the increased levels of partner engagement coupled with consistent lead flow, commenting, “**Without Relevize, we wouldn't be growing as quickly as we are within our partner program, and we certainly wouldn't see the level of engagement we're seeing,**” adding “I'd highly recommend Relevize to anyone thinking about scaling their partner programs and driving partner growth. There's no other platform that's able to accomplish what they're able to do, and it sets our partner program apart from the rest of the programs in the industry.”

Ready to maximize your partner revenue?

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