Software Vendor

High Growth Software Vendor

IQBlade's client is a small, fast growing Software Vendor looking to expand their UK channel.

Challenge

The client had already enjoyed some channel success with a small number of specialist partners who they already knew, but now needed to supplement these with more partners (unknow to them) to achieve their desired growth and reach.

What we did?

IQBlade interviewed the client to understand what a successful partner looked like, also establishing what an ideal end-user might look like.

Taking both profiles, IQBlade interrogated the rich data held across all 90,000 UK tech companies to identify a small cohort of highly-targeted "suspects".

These suspects were then further analysed based on what they talked about on their website and social media and were clustered across 5 lists of potential recruitment targets, each list addressing a different solution segment and B2B markets served.

The profiles were published to the client's dashboard for them to engage and recruit.

MSP

124% CAGR

Citrix
Gold Partner

Cisco
Premier Partner

Assets of
£5.5M

Benefits

IQBlade identified a highly-targeted cohort of channel partners who matched a very specific profile, saving our client valuable research time and getting their channel solutions to market faster.

See how IQBlade can help you, get in touch for a demo
Tel: 0151 482 9700   Email: info@iqblade.com   www.iqblade.com

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