



·✦· Structured

AI IN CHANNEL MARKETING

2025-2026 Industry Report & Partner Trends

How AI Is Reshaping Partner Engagement,
Content Creation, and Revenue Acceleration

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Executive Summary

High-performing channel teams are under pressure to drive revenue, increase partner satisfaction, and scale faster. As traditional, manual methods reach their limits, AI has emerged as a transformative force. Based on Structured's research and usage analysis across dozens of partners, this report outlines key trends reshaping the future of partner marketing. It also provides a self-assessment scorecard and data-backed insights to help marketing leaders benchmark their AI readiness.

AI is not just an efficiency enabler; it is becoming a strategic differentiator for channel programs that must do more with fewer resources while delivering personalization at scale.

Structured leads this transformation by enabling partners to “Just Ask”: whether it’s launching campaigns, translating assets, or generating content. This shift is not just about automation, it’s about accessibility. And it’s what earned Structured the top position in the **Forrester Wave™ for Partner Marketing Automation Platforms, Q2 2025**, where it led in **Current Offering, Strategy**, and **Market Presence**.

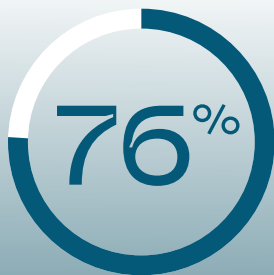
This report examines how AI enhances partner engagement, content creation, and campaign performance across various industries and partner types. Within these pages, you'll find clear benchmarks to assess your organization's AI readiness and evaluate your partner marketing capabilities.

Benchmark Your Organization's AI Readiness:

Gain a clear understanding of your current standing in relation to these critical AI trends. Our framework provides key indicators and questions to assess your organization's adoption, integration, and strategic vision for leveraging AI within your channel operations. This self-assessment will illuminate areas of strength and identify potential gaps that need to be addressed to maintain a competitive edge.

Evaluate Your Partner Marketing Platform's AI Capabilities:

This document provides a comprehensive guide to analyzing the existing functionalities of your partner marketing platform. It outlines the essential AI-powered features and functionalities that are becoming increasingly vital for effective channel engagement, personalized marketing, and data-driven decision-making. By understanding these capabilities, you can strategically assess whether your existing platform aligns with the evolving demands of an AI-driven channel environment.



custom prompts
by partners



of partners' activity
focused on content
creation.



CHAPTER 01

Why AI in Channel Marketing Campaign Creation Is Real and Essential *Right Now?*

Channel ecosystems are evolving. Partners expect intuitive, consumer-grade experiences, while marketing leaders demand visibility and measurable impact.

Manual workflows, generic communications, and inconsistent ROI measurement continue to frustrate channel teams and partners alike. Partners now expect the speed, personalization, and predictive accuracy they regularly encounter in consumer apps.

Your channel teams have the exact expectations as well. They aim to achieve partner engagement with ease of use and provide the right content that partners need, including translation, their Go-To-Product with AI translation, and Edit AI. They expect smart AI analytics to gain insights into partner engagement and campaign performance.

Teams embracing AI are accelerating growth, streamlining workflows, and securing a competitive advantage. Those who delay risk falling behind.

AI-driven solutions meet these expectations by:



Automating campaign orchestration



Delivering hyper-personalized content



Powering predictive analytics and insights



Offering real-time support via conversational interfaces

Delaying AI adoption means losing partner mindshare and revenue.
Teams embracing AI are already outperforming.

The AI Imperative for Channel Leaders

B2B buyers now behave like B2C consumers. They expect intelligent suggestions, curated journeys, and frictionless experiences. This means partner marketers must equip their ecosystems with the same level of sophistication. AI is the core enabler of this shift.

Partners are demanding tools that:

- ☒ Make campaign execution faster and easier
- ☒ Deliver value beyond assets, such as real-time ideas, feedback, and content
- ☒ Align better with their vertical and target audience

AI not only supports these demands, it anticipates them.



CHAPTER 02

Five AI Trends Shaping Channel Marketing Now

1

Resource and Time Efficiency

AI eliminates manual tasks such as syndication, asset management, and reporting. More time can be spent on creative, strategic initiatives that impact revenue.

2

Conversational Experiences

AI assistants provide partners with real-time assistance via natural language. No training or portal navigation required. This mirrors the growing expectation to simply “just ask” for what’s needed, reducing friction and increasing adoption.

3

Generative Content & Prompting

Fast creation of emails, social posts, and more, while staying on brand. Helps partners who lack content teams get to market faster.

4

Hyper-Personalization at Scale

Dynamic campaigns tailored to each partner based on behavior and history. This increases adoption and reduces churn.

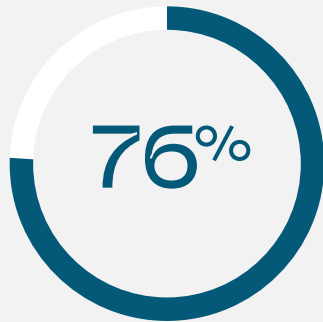
5

Predictive Analytics & Prescriptive Recommendations

Data-driven insights to guide spend, actions, and strategy. Greatly improves campaign ROI.



Inside the data: AI Assistant Usage Among Partners

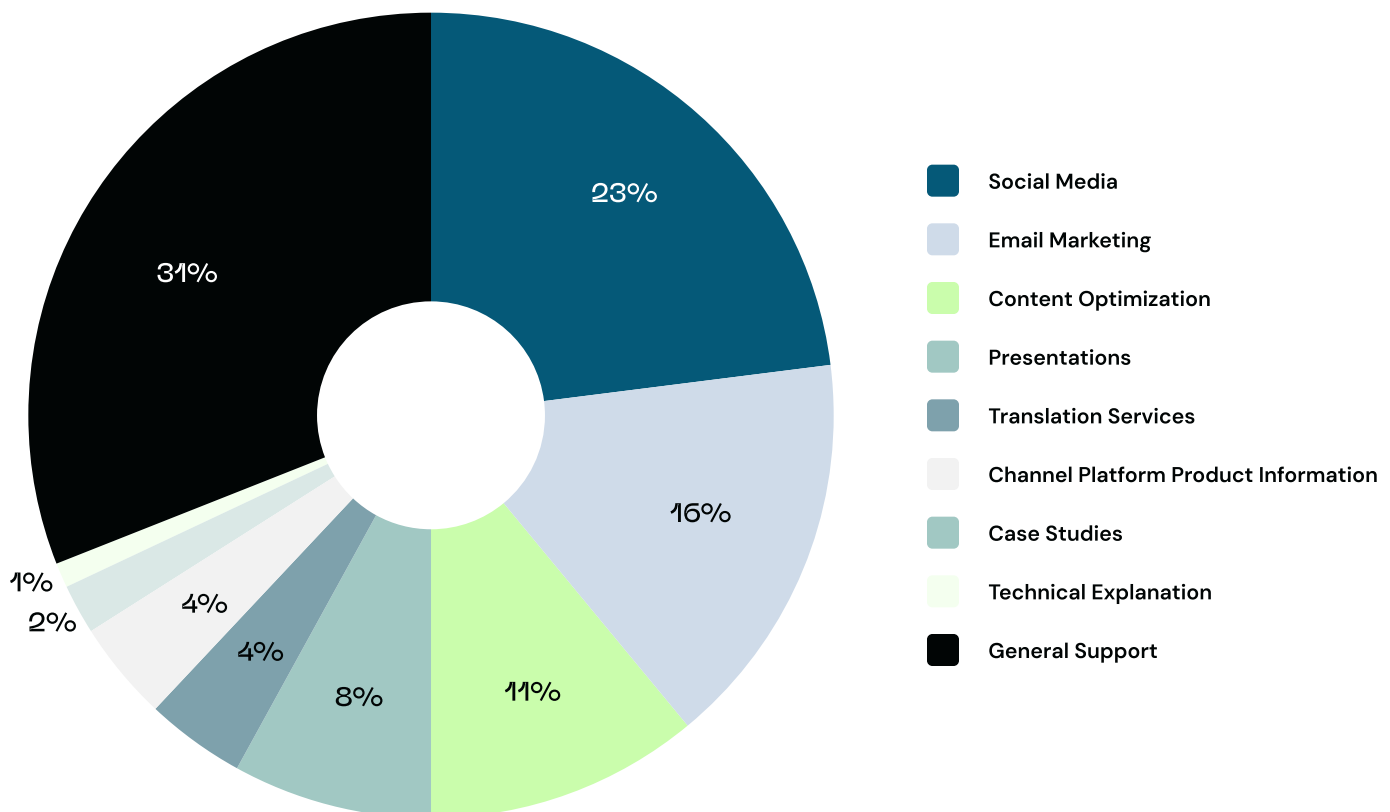


of partners create custom prompts, indicating high adoption and a focus on specific business needs.



of partners' activity focused on content creation

These results signal a fundamental shift toward self-service go-to-market execution, with AI powering the creativity. Partners increasingly expect to “just ask” for content, feedback, or recommendations, mirroring trends in consumer tech and reshaping how they engage with partner platforms.



Representative Request Examples

These are actual partner queries submitted via the AI assistant:

Click here to learn more about your partners marketing queries.

LEARN MORE

23.2%

Social Media

"Write 5 LinkedIn posts to promote Cloud Storage to our customers, targeting small to medium-sized businesses."



"Write three social posts that complement this email."



"Write three social media posts complementing the above email."



16.1%

Email Marketing

"Write copy for an email to introduce Cloud Storage to our retail customers."



"We are a mid-sized IT service provider company specializing in hybrid cloud solutions. Can you rewrite this in a more casual, engaging tone that would appeal to small business owners?"



"Create a 10-slide presentation on the company's AI Factory. Target client has minimal AI knowledge."



"Write two paragraphs explaining the company's AI Factory to someone with minimal knowledge of AI solutions."



Content Optimization Patterns: Partners are refining and iterating content with precision

67%

Tone Adjustment Requests

Partners asked for a friendlier, simpler, and more casual tone

44%

Technical Simplification

Frequent need to explain AI or hybrid cloud to non-technical buyers

4%

Multi-Language Support

Italian and Spanish translation requests growing

Partner Engagement Insights: The data reveals a sophisticated use of AI among Structured partners



Usage Patterns

- **Average prompts per user: 4.4**
(76% higher than typical AI assistant usage). These interactions reflect a growing comfort with using natural language as the interface, where partners can simply "just ask" for what they need, from campaign copy to localized messaging.
- **Average prompts per conversation: 2.1**
(indicates iterative refinement)
- **76.2%** of prompts were custom-written



Content Sophistication

High-value requests include:

- Multi-slide presentations with technical simplification
- Integrated campaigns combining email and social
- Audience-specific messaging (e.g., SMB vs. Enterprise)
- Iterative content refinement across conversation threads



CHAPTER 03

Scorecard: Benchmark Your AI Maturity

To guide your AI investment and transformation, **use this scorecard to evaluate how your organization compares across five core capabilities.** This tool enables teams to identify gaps, prioritize upgrades, and communicate clearly with leadership.

AI Transformation Scorecard



Trend-by-Trend Breakdown

1 Resource Efficiency

Are manual tasks slowing down your team? A basic score reflects spreadsheet-driven operations. A top score indicates fully automated campaign management, reporting, and content delivery.

2 Conversational Experiences

Can partners obtain answers or access resources without having to log tickets or navigate portals? Advanced teams provide 24/7 chat-based AI assistants that reduce friction.

3 Generative AI

Are your partners empowered to create their own campaign assets? Leading platforms include built-in GenAI tools for fast, on-brand copy and visuals.

4 Hyper-Personalization

Are your campaigns “one-size-fits-all”? Or do partners receive tailored suggestions based on behavior, vertical, and performance? Mature programs use real-time behavioral data.

5 Predictive Analytics

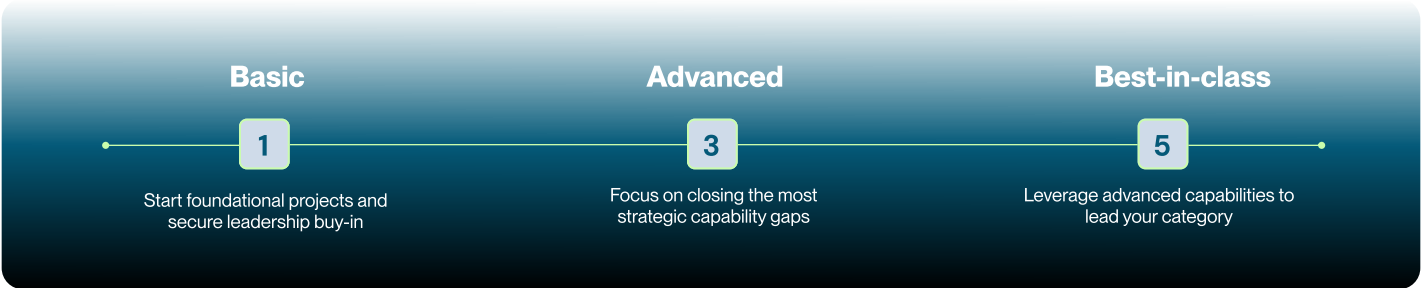
Do you rely on backward-looking reports? Or are you using predictive models to optimize campaign spend and partner outreach?

Need help with understanding your score?

[CLICK HERE](#)

How to Use This Scorecard?

Score your current capabilities from 1 to 5 for each of the five trends. Then average your total score:



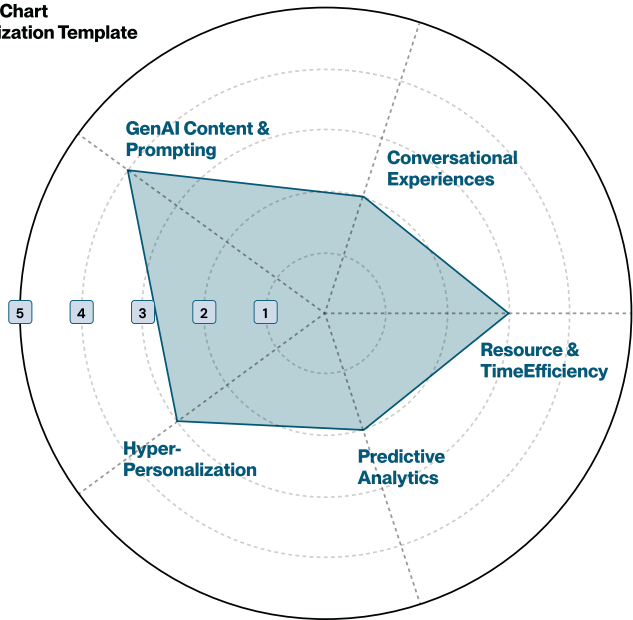
Trends	Basic (1)	Advanced (3)	Best-in-class (5)
Resource & Time Efficiency	Predominantly manual processes	Partial automation, some AI assistance	Comprehensive AI-driven automation
Conversational Experiences	Minimal or no conversational interfaces	Basic chatbot for limited use-cases	Advanced, 24/7 conversational AI interfaces
GenAI Content & Prompting	Static templates; minimal AI usage	Semi-automated creation and optimization	Full AI-driven generation and real-time optimization
Hyper-Personalization	Broad segmentation, generic communications	Rule-based personalized messaging	Real-time AI-driven personalization at the individual level
Predictive Analytics	Historical reporting only	Occasional predictive insights	Continuous, integrated predictive analytics & recommendations

Next Steps Based on Your Scorecard Results:

- **Best-In-Class (average score 4-5):** Leverage advanced AI capabilities to differentiate further and innovate.
- **Advanced (average score 2-3.9):** Prioritize investments in AI-driven personalization, analytics, and automation for strategic growth.
- **Basic (average score 1-1.9):** Initiate foundational AI projects and training to enhance capabilities rapidly.

To calculate your **average score** across all trends, simply add up your scores for each trend and divide by the number of trends.

Radar Chart Visualization Template





CHAPTER 04

Organizational Readiness *Checklist*

Evaluate your organization's current AI readiness and identify clear next steps.

Mark each capability: **Yes (✓)** / **Partially (—)** / **Not Yet (x)**

- | | |
|--|---|
| <input type="checkbox"/> AI-driven partner data analysis | <input type="checkbox"/> Real-time content and offer personalization |
| <input type="checkbox"/> Real-time next-best-action recommendations | <input type="checkbox"/> Automated localization of campaign assets |
| <input type="checkbox"/> Automated content creation via generative AI | <input type="checkbox"/> Context-aware user interfaces tailored by partner type |
| <input type="checkbox"/> Dedicated AI task force or center of excellence | <input type="checkbox"/> Data-driven segmentation and targeting insights |
| <input type="checkbox"/> Clear criteria for evaluating AI capabilities | <input type="checkbox"/> Optimized, AI-supported through-partner campaigns |
| <input type="checkbox"/> Enhanced performance analytics and reporting | <input type="checkbox"/> Structured partner feedback integration into AI refinement |

Next Steps Based on Your Checklist Results:

- **High Confidence (mostly ✓):** Explore advanced AI use cases and integrations to sustain leadership and innovation.
- **Moderate Confidence (mix of ✓ and —):** Identify specific gaps and initiate targeted improvements in platform capabilities or team readiness.
- **Low Confidence (mostly — and x):** Establish foundational AI initiatives, secure executive sponsorship, and prioritize quick-win projects to demonstrate immediate impact.

This readiness checklist helps set a clear direction for strategic discussions and tangible actions aligned with your overall AI strategy.

Activate Your AI-Driven Channel Marketing Strategy

The transformative potential of AI is clear. Now is the time for decisive action. Actively engage stakeholders, prioritize strategic initiatives, and accelerate your AI journey. Discover precisely where your AI strategy stands, and how your team can begin enabling partners to **“just ask”** for what they need. Now is the time to evolve channel marketing from instruction-heavy workflows to intuitive, AI-assisted execution.



CHAPTER 05

Structured Named a Leader in The Forrester Wave™ : Partner Marketing Automation Platforms, Q2 2025

In the Q2 2025 edition of The Forrester Wave™ : Partner Marketing Automation Platforms, Structured was recognized as a leader across all evaluated criteria: Current Offering, Strategy, and Market Presence.

The report evaluates 12 vendors across 25 criteria and is widely regarded as a benchmark for technology decision-makers assessing platform capabilities and roadmap alignment. Structured's positioning reflects consistent execution in delivering scalable, partner-centric solutions for global enterprises.

Key factors cited in the evaluation include:

- A flexible and modular platform design
- Ongoing innovation in AI-driven content automation
- Intense customer satisfaction and market reach

THE FORRESTER WAVE™

Partner Marketing Automation Platforms
Q2 2025



*A halo indicates above-average customer feedback.
A double halo indicates that the vendor is a Customer Favorite.

“Structured is a best fit for well-resourced B2B enterprises and distributors looking for a proven, purpose-built PMAP solution.”

1 Strategy

Structured's vision is to revolutionize partner marketing automation with AI, and it attracts and successfully retains suppliers and distributors in its target market. As the sole vendor in the category dedicated exclusively to B2B partner marketing automation, its strategic investments in AI innovation and its 2025 roadmap focus on enhancing the effectiveness of partner marketing automation without diluting resources across a broader portfolio of offerings.

2 Capabilities

Structured's enterprise-grade, dedicated platform provides robust support for partner marketing automation. The feature-rich and intuitive platform offers what it calls “Smart Journeys” for the creation of customized, guided workflows. Its Campaign Automator provides full end-to-end campaign automation for partners in a few clicks, with an integrated marketing concierge and agency/services marketplace to help partners gain access to personalized support and ensure marketing execution success. Structured also offers support for multitier partner marketing and sales automation.

3 Customer feedback

Customers value the company's AI innovation and find a significant return on investment. They also praise its partner ease of use, ROI tools, and superior customer experience. While some customers highlight the speed of implementation and time to market as strengths, others mention initial challenges related to integrations with complex internal systems.

This third-party validation supports the broader industry trend toward platforms that reduce complexity and improve usability for partners, especially as AI-driven features become integral to how marketing programs are created, adapted, and launched at scale.

[VIEW THE FULL REPORT](#)

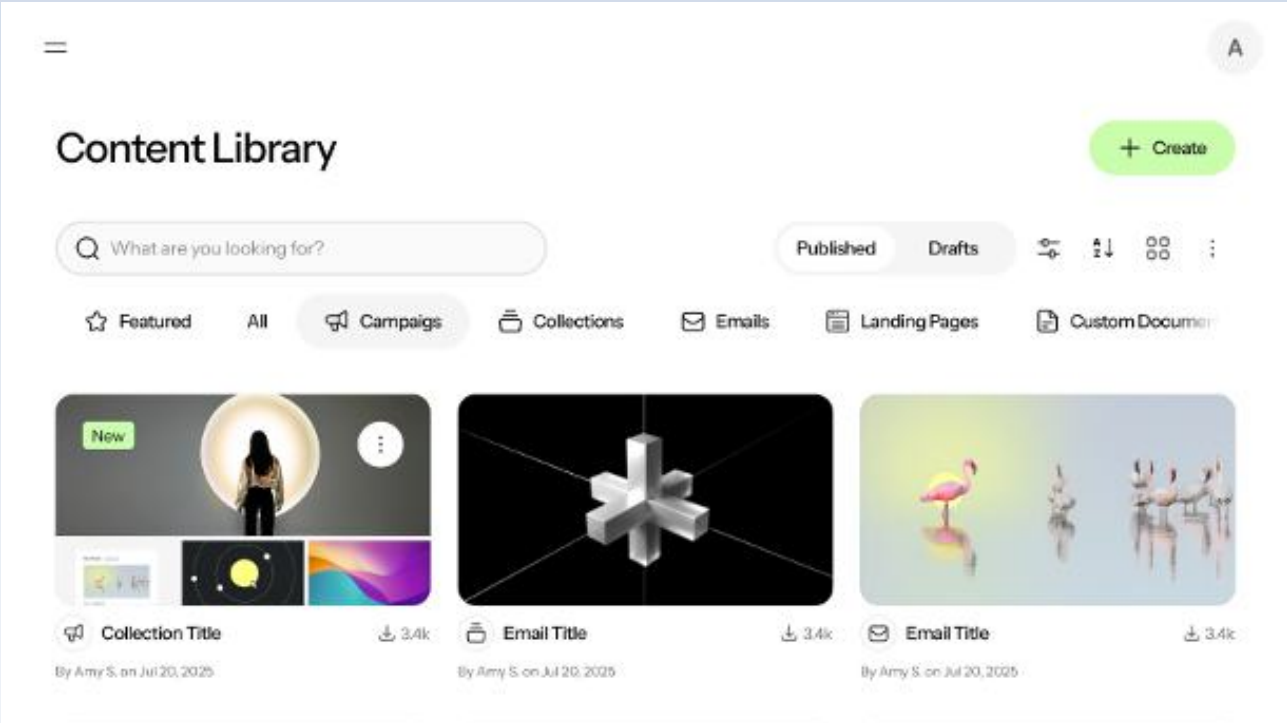
About Structured

Structured is the leading AI-first channel marketing platform, built to help global enterprises and their partners collaborate, market, and grow together. Trusted by IBM, Google, Zoom, Dell, and ServiceNow, Structured's platform combines the creative power of

Generative AI with the action-oriented intelligence of Agentic AI. With more than 20 specialized AI agents working in concert, Structured enables personalized, compliant, and results-driven partner campaigns at global scale.

Why Do Leading Tech Companies Choose Structured?

- ChannelGPT: The industry's first AI engine explicitly built for scalable, personalized channel marketing content
- Seamless Lead Management: Simplify and streamline your leads and opportunities tracking
- Deep Analytics & Insights: Powerful integrations with Tableau and Google Analytics to monitor adoption, engagement, and ROI
- Dedicated Customer Support: Exceptional, highly responsive service teams
- Automated Campaign Execution: Fully automated multi-channel marketing with Campaign Automator
- White-Labeled Portals: Customized, role-specific content experiences for partners
- Built-in Agency Marketplace: Easily scale partner services through integrated, trusted agencies



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