

Eliminate the work before the work.

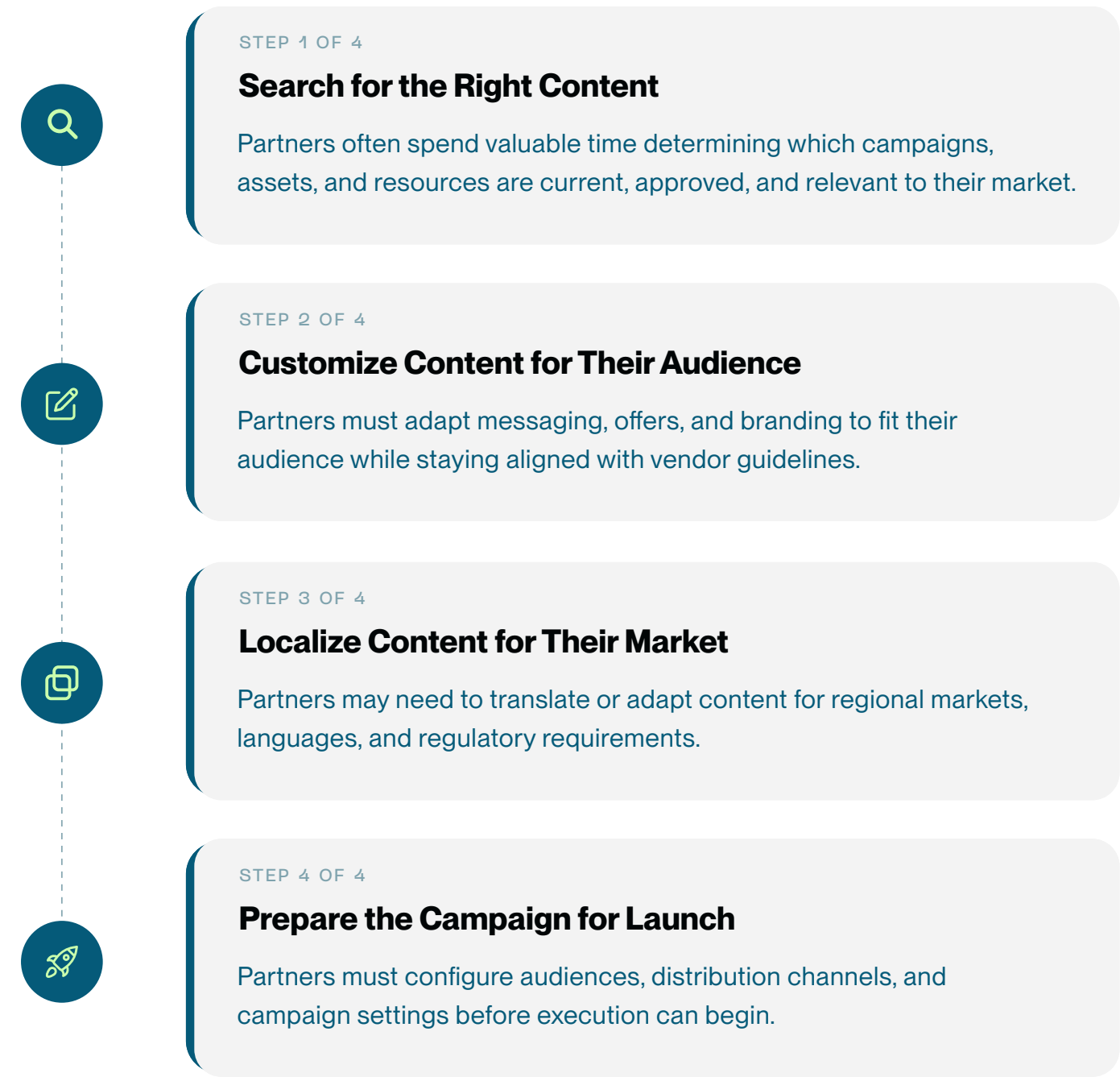
Partners are not quitting at launch. They are quitting at setup. Identify every step between intent and execution, then eliminate unnecessary friction.

THE SETUP TAX

Every step between intent and execution creates another opportunity for activation to stall.

Searching, customizing, localizing, and configuring content may seem like small tasks individually. Together, they create the hidden operational burden that causes partners to lose momentum before campaigns ever launch.

The Steps Between Intent and Execution



The Hard Truth

Activation often stalls before a campaign ever launches. The more difficult the path to execution becomes, the less likely partners are to take action.

Reducing the Setup Tax with AI

The fastest way to improve activation is to remove unnecessary friction. AI helps partners find approved content, adapt it to their audience and market, and move from intent to execution faster.

PARTNER REQUEST	AI-ASSISTED RESULT
"Show me approved campaigns for mid-market IT buyers in the Northeast." "Translate this email sequence into French for my EMEA partners." "Show me content I can use to promote this upcoming webinar."	- Relevant approved campaigns, content, and guidance surfaced for review and customization. - Content translated and localized for review and use. - Relevant approved assets surfaced and ready for customization.

From discovery to launch in one platform.

Once partners find and customize approved content, they can continue from discovery to execution without unnecessary delays or additional setup steps.

See where partners are stalling.

Structured provides visibility into where partners are getting stuck, helping teams identify and address activation barriers before momentum is lost.

The Activation Gap starts before launch.

The most successful partner programs reduce the work required to discover, customize, localize, and launch campaigns.

The Activation Gap webinar explores why partners lose momentum before launch and what organizations can do to improve activation.



Watch the Activation Gap Webinar →