

You can't remove activation barriers if you can't see them.

If your partner scorecard focuses primarily on logins, downloads, and portal visits, it may be measuring engagement without revealing where activation is breaking down.

Measure what they're doing, not simple logins.

Execution metrics help answer three critical questions:

- 1. Did partners launch?
- 2. What led to execution?
- 3. What business impact resulted?

Traditional Approach	Executive Approach
ENGAGEMENT Question: Did partners access the portal? Metric: Portal logins and page visits	ENGAGEMENT Question: Did partners launch campaigns? Metric: Campaigns launched per active partner
ENABLEMENT Question: Did partners download content? Metric: Assets downloaded	ENABLEMENT Question: What content drove execution? Metric: Content used in launched campaigns
PERFORMANCE Question: How many partners are participating? Metric: Partner count and portal coverage	PERFORMANCE Question: What business impact resulted? Metric: Partner-generated pipeline

Traditional metrics help you understand which partners engaged. Execution metrics help you understand which partners executed. Including these metrics in your scorecard provides deeper insight into which campaigns, content, and activities are driving business results.

Structured Gives You Visibility Into Partner Activation

Know what's working. Know what's blocked. Use that visibility to improve.



Visibility Into What Drives Execution

Understand which campaigns, assets, and content are most often used in launched partner campaigns so you can invest in the campaigns, assets, and content that most often lead to execution.



Visibility Into Activation Barriers

See where partners stall between discovery and launch, helping teams identify and remove friction before momentum is lost.



Visibility Into Business Impact

Connect partner-executed campaigns to pipeline and business outcomes to better understand program performance and channel ROI.

DO THIS NOW

Pull your partner scorecard. Count how many metrics measure access versus execution. The most effective scorecards provide visibility into both engagement and execution.

See what execution-focused visibility looks like in practice.

See how leading partner programs identify activation barriers, understand what drives them to take action, and connect partner activity to business outcomes.

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