

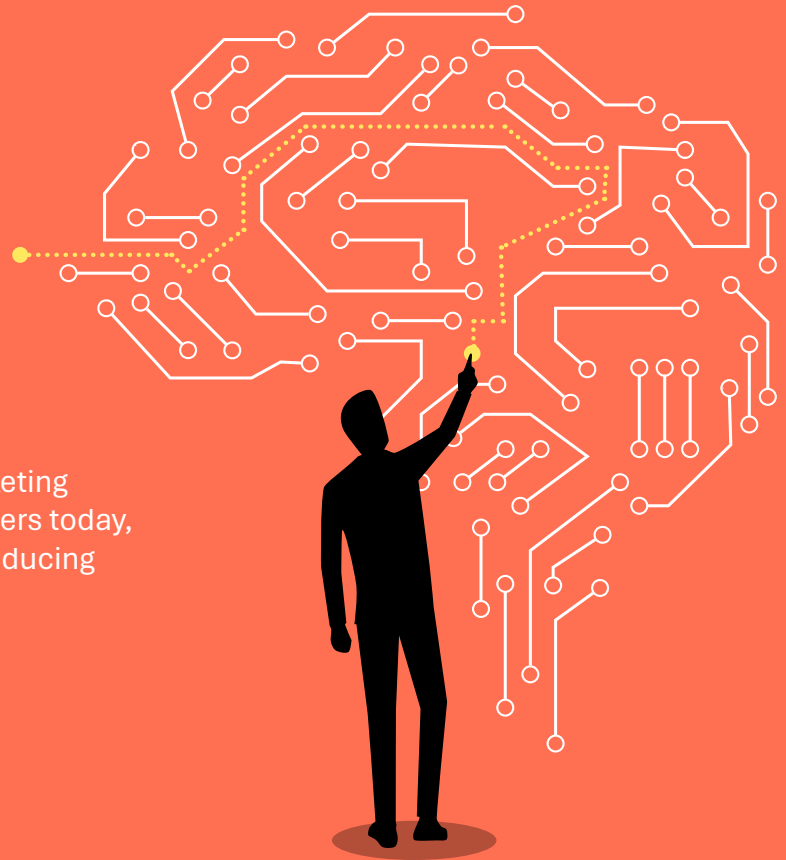
Data & AI tools transforming partner marketing

How today's smartest teams are accelerating co-marketing and co-sell performance.

AI can be a force multiplier for modern partner marketing motions. But for AI to be valuable for partner marketers today, it must amplify the work already in motion—while reducing operational burden and increasing speed to impact.

The priority applications:

- Account planning
- Co-sell orchestration
- Marketplace campaigns
- Performance measurement
- Personalization at scale



Here are the enterprise-ready tools we see making the biggest impact across client programs:



Clients see 40% improvement in co-sell conversion rates.

USE CASE:	Strategic account mapping and co-sell planning.
WHY IT MATTERS:	Surfaces shared accounts across partner ecosystems, enabling joint GTM targeting and data-driven co-sell plays.
HOW WE USE IT:	Knack leverages PartnerTap insights to build ABM campaigns and attribution models that drive progression within prioritized accounts.
AI LAYER:	Intelligent surfacing of prioritized overlaps and seller engagement signals.
START HERE:	Map your top 50 strategic accounts against partner overlaps this week. Use the data to build your Q1 co-sell target list.



**Reduces
campaign
planning
time by 60%
enablement.**

USE CASE:	Productivity, GTM content ideation, and co-sell orchestration.
WHY IT MATTERS:	Embedded in Microsoft 365 and CRM workflows, Copilot accelerates campaign planning, messaging development, and seller enablement.
HOW WE USE IT:	Knack uses Copilot to summarize opportunity and account data; assist with ABM content ideas, research, and fine tuning; and streamline co-sell play development for joint GTM programs.
AI LAYER:	On-demand synthesis of documents, emails, CRM data, and pipeline insights for faster GTM execution.
START HERE:	Use Copilot to analyze your last quarter's co-sell performance data and identify patterns in successful deals.



**Enables 3x
faster content
personalization
for ABM
campaigns.**

USE CASE:	Messaging optimization and email personalization.
WHY IT MATTERS:	Powers hyper-personalized messaging at scale—critical for ABM, partner co-marketing, and co-sell outreach.
HOW WE USE IT:	Knack leverages these tools to rapidly iterate and optimize human-crafted partner messaging—ensuring alignment to joint value props, target personas, and funnel stage within multi-touch partner campaigns.
AI LAYER:	Sentiment-aware and intent-matched content generation for ABM and co-sell motions.
START HERE:	Create 5 personalized email variations for your top co-sell accounts using AI, then A/B test response rates.



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**Delivers sharper
insights to
strengthen
partner marketing
and co-sell
strategies.**

USE CASE:	Competitive intelligence for partner marketing and sales enablement.
WHY IT MATTERS:	Keeps partner marketers and sellers informed on market shifts, competitive positioning, and messaging opportunities.
HOW WE USE IT:	Knack uses competitive insights surfaced through these platforms to inform partner marketing positioning, refine value prop messaging, and shape differentiated co-sell narratives.
AI LAYER:	Real-time monitoring and auto-alerts on key competitive changes that can inform co-sell and ABM plays.
START HERE:	Set up alerts for your top 3 competitors and use insights to update your next partner campaign messaging.

Integrating data and AI into partner marketing isn't about ecosystem architecture. It's about driving better marketing motions faster, smarter, and at scale. By applying these tools where it matters, partner marketing leaders can move beyond activity metrics to real conversion outcomes.