

5 Tools to Transform Your B2B Marketing into Its Final Form

The Confidence to Grow, The Power of Control

Buried in mismatched data, overworked teams, and underperforming platforms? Want to walk into the boardroom with proof that marketing works? It's time to tap into your super-powers and reach your final form as a channel marketing hero.

Every channel marketing superhero needs these 5 tools to defeat chaos and unlock unstoppable growth.

#1: The Channel-Specific CRM

Only

31%

of marketers are satisfied with their ability to unify customer data sources.¹



Get instant insights into partner pipeline and performance, from one source of truth for partner data.

Generic CRMs can't handle channel complexity. A channel-specific CRM centralizes onboarding, deal registration, partner performance, and MDF tracking in one clean command center.

#2: Data Quality Software



44%

of CRM users say poor data quality costs over 10% in revenue.²

Get clean, enriched, standardized partner data.

When bad data creeps in, data quality tools automatically clean up, preventing duplications, errors, and inconsistencies in real time.



#3: Engaging, Motivating Incentives

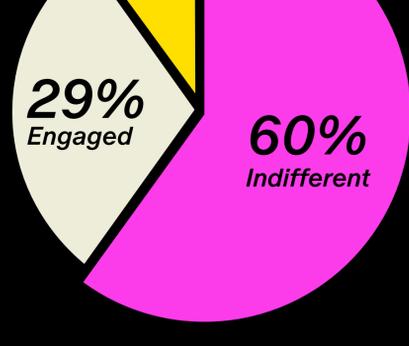
Only 29% of B2B customers are engaged —

60%

are indifferent and

11%

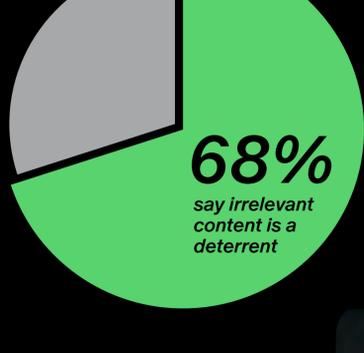
are actively disengaged.³



Engage, motivate, and reward partners and customers with an incentive program.

A dedicated incentive platform helps you run contests, rebates, loyalty programs, and more to engage and motivate partners.

#4: Personalized Marketing Content



68%

of B2B buyers say that irrelevant content is a major deterrent in selecting a vendor.⁴

Deliver personalized content tailored to each partner's stage in the buying journey.

Generic messaging wastes everyone's time. Channel marketing platforms with personalized content capabilities enable targeted, stage-specific content that engages and converts.



#5: AI-Powered Automation

40%

of marketers blame manual tasks, unexpected projects and rework as primary sources of lost productivity.⁵



AI-powered automation allows you to cut through busywork and focus on strategy.

AI-powered workflows take on the repetitive stuff - partner onboarding, lead scoring, claim approvals, and campaign personalization—so your team can work smarter, not harder.



Your Final Form

In your final form, you've got it all: clarity, precision, speed, motivation, and control. Chaos doesn't control you anymore: **you control it.**



Want to learn how Extu can help you achieve your final form?

Tour our solutions.