PARTNERVISTA

ECOSYSTEM INTELLIGENCE / PARTNER MARKETING EXECUTION

Crossbeam

# Turn ecosystem intelligence into measurable partner marketing pipeline

Your CRM has valuable first-party customer and opportunity data. It tells you what your company knows. Your partner ecosystem adds second-party data, or what your partners know, including shared customers, active opportunities, existing relationships, and deal activity.

Crossbeam turns the customers, opportunities, and relationship data across your partner ecosystem into a proprietary intelligence layer your teams and AI agents can use. PartnerVista puts that intelligence to work across partner marketing strategy, campaigns, sales follow-up, and measurement, creating a clearer path from investment to pipeline and revenue.

## Partner marketing requires more than campaign data

Partner marketers are expected to decide where to invest, build campaigns that reach the right audiences, keep leads engaged, support sales follow-up, and prove what moved pipeline. Too often, those decisions are made without the full partner context, while execution is spread across disconnected teams, agencies, and systems. That leaves partner marketers trying to answer two sets of questions at once.

**Where should you invest?**

- Which partners deserve campaign investment?
- Which accounts should you co-market to?
- Where does an existing relationship create an advantage?

**How do you actually execute?**

- Can I find a consultancy that understands the unique challenges of partner marketing?
- Do I need multiple agencies to run the program?
- How do I stay focused on strategy while outsourcing the execution?

Crossbeam gives partner marketers the same ecosystem intelligence that supports sales use cases like account mapping and co-selling. PartnerVista brings the partner marketing expertise and execution capacity to turn that intelligence into coordinated programs across strategy, audience, content, demand generation, nurture, sales follow-up, and measurement.

**Together, they turn ecosystem intelligence into smarter partner marketing decisions, stronger campaigns, and measurable pipeline impact.**

## What changes when ecosystem intelligence meets partner marketing execution

**Invest with more confidence.**

Use partner, account, and opportunity data to focus marketing investment.

**Give sales better context.**

Combine campaign engagement with account and partner context to improve follow-up.

**Build sharper campaigns.**

Turn ecosystem intelligence into better targeting, relevant content, coordinated activation, and nurture.

**Build a clearer pipeline story.**

Connect campaign performance with opportunity progression to show what moved forward and where partner marketing contributed.

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FROM ECOSYSTEM INSIGHT TO MEASURABLE PIPELINE

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# The gaps PartnerVista and Crossbeam close

| THE GAPS HOLDING PARTNER MARKETING BACK | HOW PARTNERVISTA AND CROSSBEAM CLOSE THOSE GAPS |
|---|---|
| **Partner selection is too subjective**<br>Teams often rely on familiar partners, past experience, or instinct to decide where to invest. | **Make better investment decisions**<br>Crossbeam shows where customer, opportunity, and relationship overlap creates the strongest joint opportunity. PartnerVista combines that intelligence with campaign goals, audience, budget, and partner strategy to determine where marketing investment makes the most sense. |
| **Target account selection lacks context**<br>Static lists show who fits the ICP, not where the partnership creates an advantage. | **Build better target lists**<br>Crossbeam adds partner-level account and opportunity intelligence. PartnerVista turns that intelligence into sharper audiences, campaign strategy, content, and activation. |
| **Sales lacks partner, campaign and engagement context**<br>Lead handoff often arrives without enough information about the partner relationship, account activity, or why the opportunity matters. | **Give sales the full picture**<br>PartnerVista provides campaign engagement and nurture history. Crossbeam adds account, opportunity, and partner context so sales knows who to prioritize and why. |
| **ROI is hard to prove**<br>Once leads move across companies and systems, partner marketers often lose visibility into what happened next, making it harder to connect campaign performance to pipeline and revenue. | **Connect marketing activity to pipeline**<br>Bring PartnerVista campaign performance together with Crossbeam opportunity and ecosystem intelligence to show what progressed, where partner involvement mattered, and which investments deserve to continue. |

## About PartnerVista

PartnerVista is a specialized partner marketing consultancy that helps B2B technology companies plan, execute, and measure partner-led growth programs. PartnerVista gives partner marketers the strategy and execution capacity to turn complex joint go-to-market plans into coordinated, measurable programs. partnervista.co

## About Crossbeam

Crossbeam is an ecosystem revenue platform that helps companies connect partner and CRM data, surface shared customers, prospects, and opportunities, and bring ecosystem signals into go-to-market workflows. Teams use Crossbeam to map accounts, identify partner overlap, and understand which ecosystem motions are contributing to revenue. crossbeam.com

## GET MORE FROM YOUR CROSSBEAM DATA

### See where to focus. Know what to do next.

In a 30-minute strategy session, PartnerVista will help you use Crossbeam intelligence to identify:

- The right partner opportunities
- The accounts and campaigns to prioritize
- The next moves worth making

**Book your strategy session at partnervista.co/partners-crossbeam**