StructuredWeb

INTEGRATED MARKETING SUCCESS

StructuredWeb Helps Gorilla Drive 133% New Project Growth

Gorilla®

Gorilla Partner Marketing Agency serves leading channel organizations around the world by providing a mix of marketing and sales services such as partner recruitment, partner enablement, and partner relationship management.

StructuredWeb Solutions:

- **Digital Marketing Tactics**
- **Partner Marketing Portal**
- **Channel Analytics**

Results:

20%
reduced budget costs

133%
new project growth

Overview

Gorilla is a comprehensive Partner Marketing Agency focused on catering to the unique needs of channel partners. While the agency had deep marketing expertise, they were seeking a partner in Channel Marketing Automation to help them:

- Streamline the process of marketing execution
- Simplify technology interfaces and improve efficiency
- Enhance digital marketing capabilities
- Capture comprehensive data on campaign performance
- Optimize marketing ROI

Solution

With StructuredWeb's global channel marketing automation platform, Gorilla could easily execute customized, localized, and fully integrated co-marketing campaigns designed to drive demand in partners' local markets—a strategy key to the success of their programs. StructuredWeb's integrated solution also created full visibility to campaign performance for Gorilla and their clients.

Partner Marketing Portal:
Using the StructuredWeb platform, **Gorilla could easily access vendor-provided content, customize content according to partners' needs, and integrate content into campaigns.** One simple platform enabled Gorilla to share relevant assets and ready-made campaigns to partners and to execute marketing on their partners' behalf.

> With StructuredWeb technology, we have an increased capacity to execute quality campaigns more quickly and easily. Gorilla has decreased implementation and execution time and optimized clients' budgets year over year by 20% since partnering with StructuredWeb.

Berta Armenteras
VP of Operations at Gorilla
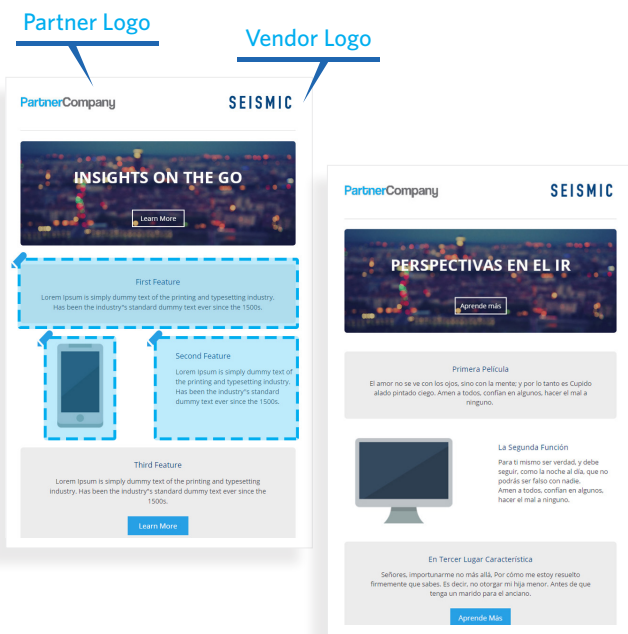
Customized and Localized Content:

With tools like **automated co-branding, customizable asset templates, and content translation**, Gorilla was quickly able to adapt content from vendors' national campaigns to match partners' branding requirements and the needs of local markets. With less time required to localize assets, Gorilla could devote more time to working with partners, developing campaign strategies and ensuring the appropriate marketing mix.

Integrated Campaigns:

With **over fifteen integrated channel marketing tactics spanning mediums of content marketing, social syndication, online advertising, webinars, events and direct marketing** available on the platform, Gorilla could seamlessly deploy market-relevant, integrated, multi-touch campaigns with ease and at scale for faster, more cost-effective results.

Campaign Management & Optimization:

StructuredWeb provided **one central platform for Gorilla to manage campaigns, track performance and report results**. With closed-loop reporting and real-time visibility to marketing analytics, Gorilla was able to extract KPIs to optimize campaigns and marketing budgets for clients.

Customized and Localized Content

Partner Logo

Vendor Logo

Results

Gorilla Partner Marketing Agency realized 133% project growth in 2015 with increased partner participation and adherence on a yearly basis. The StructuredWeb platform helps Gorilla cater to the unique needs of their clients with relevant, multi-touch campaigns that drive channel programs to new heights of success.