

WHO IS STRUCTUREDWEB?

StructuredWeb is the top-rated partner marketing automation platform trusted by global enterprise technology brands. The platform is purpose-built to help B2B enterprise organizations empower their partners with co-brandable, multi-touch campaigns, automated content delivery, and a personalized partner experience.

We are the only vendor evaluated in the 2025 Forrester Wave exclusively focused on partner marketing automation. This singular focus drives innovation, usability, and impact that generalist platforms can't match.

StructuredWeb is redefining partner marketing through cutting-edge AI. With the launch of ChannelGPT, the industry's first channel-focused AI engine, StructuredWeb empowers enterprises to deliver personalized partner experiences at scale — driving down costs, increasing engagement, and accelerating demand generation.

HOW STRUCTUREDWEB IS DIFFERENT?

Rule-based profiles enable automated distribution by country, partner type, or region reducing manual effort and time-to-market

130+ language translations integrated directly into the platform

Platform personalization based on partner profile (location, role, past behavior) increases relevance and partner engagement

ChannelGPT creates custom partner-ready materials (emails, social posts, video scripts, etc.) automatically

Equip partners to manage leads effectively

See into partner lead lifecycle, top-performing partners, and campaign ROI at every level (global, regional, partner)

Empower partners to execute campaigns autonomously while staying brand compliant

KEY PLATFORM DIFFERENTIATORS

AssistantAI: Eliminate the guesswork from partner marketing with integrated GenAI that customizes content and provides campaign recommendations by partner

CreateAI: Generate marketing and sales assets using a vendor-specific AI knowledge base of enterprise content

EditAI: Transform content customization by personalizing marketing materials according to industry, title, and solution

TranslateAI: Effortlessly translate content into over 130+ languages

Smart Journeys: Guided workflows for campaign execution

Personalized Video: Pre-recorded assets partners can brand themselves

Drag & Drop Editor and Campaign Automator: Create and launch multi-tactic campaigns with intuitive workflows

Webinar Syndication: Distribute centrally managed webinars with automated promotional kits

Platform Personalization: Custom homepages and content by partner profile in 19 supported languages

RECOGNITION & LEADERSHIP

Forrester research revealed that customers consistently cited significant ROI, platform ease of use, and AI innovation as key strengths.

ServiceNow's VP of Global Partner Marketing even called the platform *"redefining what's possible in partner marketing."*



Named a Leader in The Forrester Wave™: Partner Marketing Automation Platforms, Q2 2025

11 perfect 5/5 scores in key Forrester Wave™ evaluation criteria

Top-rated on G2: 4.9/5 overall
G2 Awards:



KEY STATS

25+ years in partner marketing automation

\$30M growth investment (2025)

Supporting over **\$100B** in partner-driven revenue annually across Fortune 100 and 500 enterprises

What is partner marketing automation?

It's the use of technology to create, manage, and scale campaigns and content through indirect partner channels — including to-, through-, with-, and for-partner strategies.

Who uses StructuredWeb?

Enterprise B2B organizations with global partner ecosystems — especially in technology, SaaS, manufacturing, and telecom.

Why not just use a PRM solution?

Most PRM suites treat marketing as an afterthought. StructuredWeb goes deeper, moves faster, and connects seamlessly to the rest of your channel technology stack.

Learn more:
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