



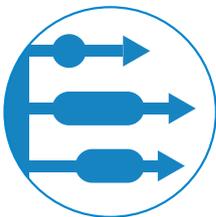
## A DEDICATED TEAM AND STRATEGIC PARTNERSHIPS DELIVER BIG RESULTS FOR **HP**

As one of the world's largest technology brands, HP's vision is to create technology that makes life better for everyone, everywhere and to reinvent what technology means for its customers. As part of this vision, HP wanted to reinvent its marketing strategy and turned to Performance Horizon to focus on digital partnerships. HP's ability to scale its program, and operate in a test-and-learn environment, means it now attributes a large portion of its online revenue to partnerships.



### **16:1 ROI**

From HP's Digital Partnerships



### **PRODUCT-SPECIFIC REPORTING**

To Understand Where To Allocate Spend

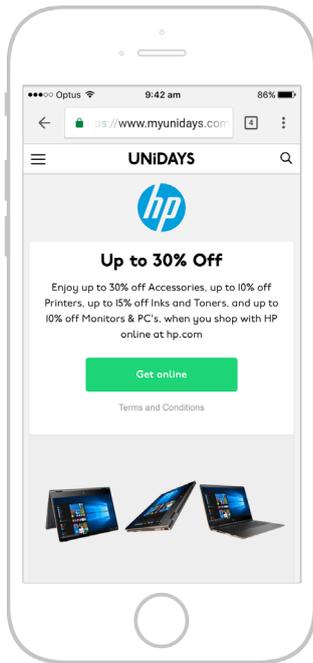


### **154% INCREASE**

In Order Value YOY

"HP's Partner Marketing Program has seen phenomenal growth in the past few quarters, all thanks to our partners for their continued commitment and ongoing support. This space has huge potential and we look forward to making the most of it."

Paromita Mitra, Head of E-Commerce Marketing, HP



## EXCLUSIVE UNIDAYS PARTNERSHIP

Working with the iProspect Team, HP formed a successful partnership with leading student site Unidays. It all started when Unidays reached out to HP directly, and working with their Head of Ecommerce Marketing, devised a partnership to offer their 1.2m student member base exclusive offers and incentives for HP products. The ability to form a direct relationship with Unidays, allowed HP to devise unique partnerships that worked best for their brand and resulted in Unidays driving 20% of sales for HP's partner marketing program.

**UNiDAYS®**  
myunidays.com

## TRULY INVESTING IN THE PARTNER CHANNEL

HP now attribute a significant portion of online sales to the partnerships channel; this largely comes down to their continued investment in the channel. HP's Head of Ecommerce Marketing, Paromita Mitra, knew she had to focus on her key partners, and through these efforts, now drives the majority of online sales through her top 20 partners. She meets with top partners regularly to ensure HP is continuously growing and driving sales through partners who have similar brand alignment.



## DEDICATED SUPPORT TEAM

To ensure HP's success, Performance Horizon has a dedicated HP Customer Success Manager and Client Services Executive who work closely with the HP team and their agency iProspect.

## ABOUT PERFORMANCE HORIZON

Performance Horizon is the leader in partner marketing technology, enabling large enterprises to drive sales through their marketing partners. Top retail, travel and financial services companies rely on Performance Horizon's highly scalable platform to generate over \$3 billion in sales across 200,000 marketing partners in 183 countries.