

Partner Activation Maturity Diagnostic

Is your process built for partner motion - or simply handing off content?

Partners having access to a campaign is not the same as partners activating it. This diagnostic helps IT vendors and distributors evaluate how reliably campaigns move from access to launch, follow-up, reporting, and action.



Click one rating per statement. Your section and total scores update automatically.

For full interactivity, open the PDF in Adobe Acrobat or Acrobat Reader.

How scoring works

Score each statement based on how your process works today - not the process you plan to build.

0**NOT REALLY**

Mostly missing, manual, or unclear.

1**SORT OF**

It exists, but depends on people pushing it along.

2**YES**

Clear, repeatable, and easy to act on.

Each category is worth 8 points. Maximum total score: 40.

When in doubt, a "technically yes" that depends on someone remembering the sheet is a 1.

The five categories

Visibility**Activation****Automation****Attribution****Enablement**

Assess the process you have today - not the one you hope to have later.

Move quickly, answer honestly, and use the lowest-scoring category to focus the work.

SECTION 01

Visibility

You cannot fix what you cannot see. Visibility is the difference between knowing partners are moving and hoping they are.

SCORE EACH STATEMENT 0-2

0 = Not really 1 = Sort of 2 = Yes

1

We can see which partners are engaging with campaign assets.

0

1

2

2

We can tell which partners have launched, stalled, or ignored a campaign.

0

1

2

3

We can spot where partner momentum drops off before the campaign is over.

0

1

2

4

We do not have to chase every update manually to understand partner activity.

0

1

2

Visibility score

/ 8

What your score means

0-2

You are flying blind. Your team is probably relying on check-ins, anecdotes, and stale reports.

3-5

You have some signal, but it is patchy. Enough to suspect what is happening, not enough to manage it well.

6-8

You have useful visibility. Your team can see partner motion while there is still time to do something about it.

SECTION 02

Activation

Activation is about removing friction. If partners need a treasure map to launch a campaign, they probably will not launch it.

SCORE EACH STATEMENT 0-2

0 = Not really 1 = Sort of 2 = Yes

1

Partners have a clear, simple path from campaign access to campaign launch.

0

1

2

2

Campaign assets are ready enough that partners do not have to build everything from scratch.

0

1

2

3

Partners understand what to send, who to send it to, and what to do next.

0

1

2

4

Launching a campaign feels easy for partners, not like extra homework.

0

1

2

Activation score

/ 8

What your score means

0-2

Your partners are doing too much of the heavy lifting. That usually means the campaign sits.

3-5

You have usable pieces, but the path is still too clunky. Partners can launch, but only if they really want to.

6-8

You have removed real friction. Partners can get from interest to action without needing a rescue team.

SECTION 03

Automation

Automation keeps the ball rolling when everyone gets busy. Which is always.

SCORE EACH STATEMENT 0-2

0 = Not really 1 = Sort of 2 = Yes

1

Follow-up reminders are built into the process instead of handled manually every time.

0

1

2

2

Partner nurture or campaign steps can keep moving without someone babysitting each touch.

0

1

2

3

Internal teams get prompted when action is needed.

0

1

2

4

The workflow reduces repetitive busywork for channel, marketing, and sales teams.

0

1

2

Automation score**/ 8**

What your score means

0-2

Your team is the workflow. That is exhausting, and it does not scale.

3-5

Some things are automated, but the important handoffs still depend on manual nudging.

6-8

Automation is doing useful work. Your team can manage the campaign instead of constantly pushing it uphill.

SECTION 04

Attribution

Clicks are cute. Context is better. Attribution gives campaign activity a story your team can actually use.

SCORE EACH STATEMENT 0-2

0 = Not really 1 = Sort of 2 = Yes

1

We can connect partner activity to campaign engagement and follow-up context.

0

1

2

2

We can see which campaigns, partners, or programs are creating useful market activity.

0

1

2

3

MDF or co-marketing activity is easier to evaluate beyond "assets were available."

0

1

2

4

Sales can understand why a signal matters, not just that someone clicked something.

0

1

2

Attribution score**/ 8**

What your score means

0-2

You are probably counting activity without knowing what it means. Lots of motion, not much story.

3-5

You have partial attribution. Better than guessing, but still not enough for confident decisions.

6-8

You have meaningful context. Activity is easier to connect to program performance and sales follow-up.

SECTION 05

Enablement

Enablement turns interest into the next move. Do not just send teams a list of clicks and call it a day.

SCORE EACH STATEMENT 0-2

0 = Not really 1 = Sort of 2 = Yes

1

Sales and partner teams know what to do when a buyer engages.

0

1

2

2

Follow-up guidance is clear, practical, and tied to the campaign message.

0

1

2

3

Partners have usable talk tracks, templates, or next-step guidance.

0

1

2

4

Engagement signals turn into action instead of getting parked in a report.

0

1

2

Enablement score

/ 8

What your score means

0-2

Signals are probably dying on the vine. People may see activity, but they do not know what to do next.

3-5

Some enablement exists, but it is not tight enough to create consistent follow-up.

6-8

Your team has a usable playbook. When interest shows up, people know how to move.

YOUR RESULT

Add Up Your Score

Review each category score, then use the total to find your maturity level.

CATEGORY	SCORE
Visibility	/ 8
Activation	/ 8
Automation	/ 8
Attribution	/ 8
Enablement	/ 8
TOTAL PARTNER ACTIVATION MATURITY SCORE	/ 40
YOUR MATURITY LEVEL	

0-10

Content Drop Chaos

You have assets. Maybe plenty of them. But the process around them is too loose, too manual, or too invisible.

WHAT THIS USUALLY LOOKS LIKE

- Partners can access content, but usage is inconsistent.
- Your team has to chase activity by hand.
- Reporting is thin, late, or scattered.
- Sales gets little context when interest shows up.

WHAT TO FIX FIRST

Start with visibility. Before you optimize the process, you need to see where it is breaking.

11-20

Manual Motion

You have some activation happening, but it is powered by people pushing every step along. Helpful? Sure. Repeatable? Not really.

WHAT THIS USUALLY LOOKS LIKE

- Campaigns launch, but only with a lot of reminders.
- Partners can act, but the path is not as simple as it should be.
- Reporting exists, but it takes effort to assemble.
- Follow-up depends on who remembers what.

WHAT TO FIX FIRST

Look at activation and automation. Make the launch path easier, then stop making your team manually carry the workflow.

What Your Total Score Means

21-30

Working Model, Weak Spots

You have the shape of a real operating model. Nice. Now the job is to tighten the weak points so the whole thing does not wobble.

WHAT THIS USUALLY LOOKS LIKE

- Partners have a clearer launch path.
- Your team can see some useful activity.
- Automation exists in parts of the process.
- Sales has some follow-up context, but not always enough.

WHAT TO FIX FIRST

Look for the category with the lowest score. That is probably where partner motion slows down.

31-40

Activation Engine

Your process is built for motion. Partners have a clearer path, your team can see what is happening, and follow-up has a better shot at becoming something useful.

WHAT THIS USUALLY LOOKS LIKE

- Campaigns are easier for partners to launch.
- Visibility is useful while the campaign is still live.
- Automation keeps momentum alive.
- Reporting has enough context to support decisions.
- Sales and partner teams know the next move.

WHAT TO FIX FIRST

Keep tuning. Strong activation models still need regular pressure-testing, especially as partner programs, campaigns, and teams change.

Use the score to focus the work.

Your total score shows the maturity of the overall operating model. Your lowest category shows where to start. Revisit the diagnostic as your programs, campaigns, and teams change.

[CLEAR SELECTIONS](#)