

Partner Activation Gap Assessment

Most channel programs have more assets than activation. This assessment helps your team identify where the current motion slows down after content is made available.

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Instructions: Rate each statement from 1 to 5. 1 = Not true today. 5 = Consistently true today.

Section 01

Content to Campaign Readiness

1. Partners can quickly identify which campaign assets to use for a specific offer or audience.

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2. Campaign resources include clear instructions for launch, follow-up, and measurement.

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3. Partners can co-brand and adapt campaign materials without heavy manual support.

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4. The campaign path is simple enough for partners without a full marketing team.

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Section 02

Execution Visibility

1. We can see which partners launched campaign activity.

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2. We can distinguish content access from actual execution.

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3. We can see engagement signals created by partner campaigns.

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4. We can tell where campaigns lose momentum.

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Section 03

MDF and Proof

1. MDF or co-op activity is connected to actual execution evidence.

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2. Proof collection does not depend mainly on manual screenshots or after-the-fact follow-up.

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3. Program leaders can explain what funded activity actually produced.

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4. Partners understand what proof is required before a campaign starts.

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Section 04

Sales Follow-Up

1. Sales can see which engagement signals deserve follow-up.

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2. Leads, contacts, and campaign context are easy to connect.

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3. Partner activity creates useful next-step recommendations.

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4. Marketing and sales share a clear view of the activation motion.

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Scoring Guide

16 - 32

Content Access Motion

The program may rely heavily on asset availability and manual follow-up.

33 - 56

Partial Activation Motion

Some execution support exists, but visibility or follow-up may still be fragmented.

57 - 80

Connected Activation Motion

The program is closer to a repeatable operating model for partner execution.

RECOMMENDED NEXT STEP

Use the lowest-scoring section as the focus for a partner activation audit or workflow review.