



## PARTNERSHIPS FACTS

every b2b founder will love

**58%**

of revenue for top-performing companies comes from partners

**53%**

deals are 53% more likely to close when a partner is involved, speeding up your sales cycle

**72%**

of companies stated that CAC from partners was lower compared to direct acquisition

**80%**

of companies believe that partnerships improve their competitive advantage

**46%**

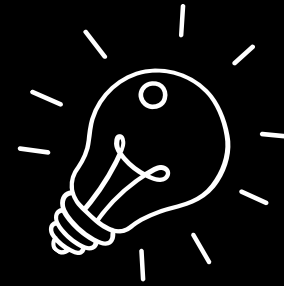
deals are 46% faster to close for partner-sourced leads increasing your conversions

**40%**

deals with partners have a 40% higher average order value

**50%**

of executives say partnerships help them enter new markets



*DID YOU KNOW?*