

Partner Ecosystem Trends Overview: 2019-2024



May 2024

let's make b2b partnerships simple



Elena

Founder @PARTNER2B

Thank you for referring to this report, which provides trends shaping the partner ecosystem and b2b partnerships over the last five years.

Despite the abundance of similar reports, ours stands out for its thorough examination of the explosive growth in b2b partnerships since 2019.

Our data highlights a trend of optimism and the increasing importance of partnerships.

PARTNER2B shines as an innovative platform in this story of growth and diversification. It makes finding the right b2b partners simple, representing the future of b2b partnerships.

Our mission at PARTNER2B is to make b2b partnerships simple!

I am confident that the information provided in this report will be pivotal in guiding you towards establishing a robust partner network!

Table of Contents

- 01 Overview
- 02 Study objectives. Methodology
- 03 Key findings
- 04 The surge of optimism
- 05 Key role of partnerships
- 06 Financial impact of partnerships
- 07 Adaptability in partnerships
- 08 Partnership types
- 09 The next frontier
- 10 Conclusion

Overview.

Insights from a survey of over 200 C-level executives and reports from the last 5 years show how partnering up can increase revenue.



The global economy is changing, with consumers expecting seamless experiences across various providers and services. Yet, organizations are not fully capitalizing on partnerships.

While most leaders recognize that partnerships enhance the entire customer journey, from awareness to product servicing, many organizations are not making the most of this potential.

PARTNER2B's early 2024 study explored the critical role of partnerships in achieving a competitive advantage.

Insights were collected from key decision-makers and practitioners handling partnership strategies at more than 200 international firms.

The research revealed a positive view on partnerships, highlighting their crucial role in business strategies and revenue generation. It noted a shift towards adaptability, continuous learning, and diverse partnerships.

Discover these insights as our study unfolds.

"Since 2019 and going towards 2022 post-pandemic period partnership ecosystems gained strategic importance. All these thousands of partnership professionals are looking at ecosystems as what they do. It became clear that no matter the industry you are in, nobody in this decade of the ecosystem can do it alone"



Povilas Steikunas,
Head of Partnerships @Ondato

Study Objectives.

01

The first objective is to provide up-to-date insights into the current partner ecosystem.

This analysis helps us understand the trends, challenges, and opportunities, offering a detailed view of the partnership landscape.

02

Our second goal is to thoroughly explore the evolution of the partner ecosystem in the last five years.

Through this historical review, we seek to map out the journey of partnerships, showcasing key shifts and elements that have remained consistent, while pinpointing the factors propelling these changes

Methodology.



10.000+

votes

200+

C-level executives

50+

polls

10+

reports

5

years

To ensure the accuracy of our research, we employed two distinct methodologies.

Our examination of the current partner ecosystem is grounded in data from over 50 online polls, collecting more than 10,000 votes from 200+ C-level executives.

For insights into the past 5 years' evolution, we analyzed reports from top companies like HubSpot, Forrester, Crossbeam, Partnerstack, Deloitte, TBR Insight Center, Nearbound, Partnership Leaders, and more.

Key Findings.

01 Dominant optimism

Businesses have grown more optimistic about partnerships from 2019 to 2024. In 2023, a significant **79%** of business leaders showed positive sentiments towards their partner programs.

02 Growing importance of partnerships

Partnerships are growing in value. In 2019, 77% of respondents recognized this, with **98% of sales leaders and 95.9% of marketing leaders in 2023 viewing partnerships as crucial**. The future looks brighter for 2024, with 80% of organizations planning to increase their partnership efforts.

03 Increase in learning and adaptability

The approach of partnership professionals has evolved. In 2023, there was a significant emphasis on peer learning and applying effective partnership strategies. This progress is shown in a 2024 survey where **56% prioritized "Exploring New Partnership Types" as their main goal**.

04 Diversification of partnerships

By 2023, 79% of respondents had channel partner programs, 71% had technology partner programs, and 74% had strategic partner programs, showing a trend towards leveraging diverse types of partnerships.

05 Growing importance of partnerships

Partnerships are key for revenue growth, with more than 50% of companies in 2023 crediting partnerships for 20% to 50% of their total revenue. This trend is expected to rise further, as a third of companies anticipate partnerships contributing 25% to 50% of their revenue in 2024.

The ongoing digital transformation has accelerated the need for strategic partnerships, with 68% of organizations in 2023 citing partnerships as crucial to their digital transformation initiatives. This trend underscores the pivotal role partnerships play in navigating the evolving digital landscape and staying competitive in today's fast-paced business environment.



Olga Weissman ,
Partnerships Executive @Voiso

The Surge of Optimism in Partnerships.

The evolution of partnership perception from 2019 to 2024 has been remarkable.

Understanding industry optimism levels is crucial as they reflect ongoing trend maturity.

Measuring optimism surges in business partnerships has become a vital growth indicator.

Initially uncertain, partnerships have transformed into essential channels for exponential growth as businesses embrace unity.

This positive shift is evident in the increased optimism among business leaders, with an impressive 79% expressing positive sentiments about their partner programs in 2023.

The path hasn't been smooth with the years 2020-2021 marked by lingering uncertainty.

The primary concern here was the constant changing of strategic priorities, seen as a major threat to the roles of partnership professionals.

93%

of partnership professionals are “neutral” or “optimistic” about their job security

79%

of business leaders are optimistic about partner programs in 2023

In 2022, partnerships regained popularity, with 93% of professionals feeling positive or neutral about their job security. Only a small 7% expressed some pessimism.

This reflects the resilience and adaptability of the professional community, emphasizing the growing optimism towards partnerships.

Underlining the Key Role of Partnerships in Business.

As the data of our research shows, the importance of partnerships from the perspective of C-level executives cannot be overstated.

Over the years, data has consistently pointed to a growing recognition and appreciation for the value of partnerships.



2020

Only **28.5%** of respondents agree or strongly agree that their company knows and uses best practices for partnerships.

2022

65% of organizations consider partnerships crucial for their future, rating their importance at an average of 8.8 out of 10.

2023

More than **98%** of sales leaders and **95.9%** of marketing leaders are eager to invest in partnerships.

In 2020, only 28.5% of respondents agreed that their company understood and implemented best practices for partnerships.

By 2022, this focus on partnerships had intensified, with 65% of organizations considering them very important.

The average importance level stood at a high 8.8 out of 10.

This trend persisted in 2023, as over 98% of sales leaders and 95.9% of marketing leaders expressed a strong desire to invest in partnerships.



2024

80% of companies plan to increase their focus on partnership

This increasing recognition reflects the anticipated growth in partnership focus for 80% of companies in 2024.

Impressively, between 10-25% of budgets are allocated by over 42% of marketing and sales leaders to partnerships.

Notably, 47% of non-partner marketing and sales leaders observed partners becoming more effective, while around a third found them significantly more impactful.

Partnerships' relevance is most pronounced in mature companies which are four times likelier to view partnerships as key to their competitive edge than less developed programs.

Revenue leaders are beginning to recognize partnerships' impact to their go-to-market strategy as a way to create competitive advantage and deliver greater customer value.

As a result, I'm seeing companies shifting partnership functions away from their previously isolated status to foster better alignment across sales, marketing, and success orgs.



Eric Garcia,
GTM consultant

50%

of the companies anticipate growth in their partner teams in 2024

74%

of the companies note a global reach for their partners

47%

of non-partner marketing and sales leaders observed partners becoming more effective

50% of the companies anticipate growth in their partner teams in the next year, hinting at a move towards expanding partnership endeavors, possibly on a global scale.

This shift is supported by 74% of survey participants noting a global geographical reach for their partners.

In conclusion, the data demonstrates a clear pattern:

Partnerships are not only viewed as valuable but instrumental to the rallying business strategies, competitive edge, and future growth of organizations.



Measuring the Financial Impact of Partnerships.



As the data of our research show, the importance of partnerships from the perspective of C-level executives cannot be overstated.

Over the years, data has consistently pointed to a growing recognition and appreciation for the value of partnerships.

25%
of revenue

attributed to
partnerships in **2022**
by **nearly half** of all
organization

20-25%
of revenue

contributed by
partnerships as
reported by over **50%**
surveyed companies in
2023

100%
of revenue

comes from
partnerships for **7%** of
the surveyed
companies in **2023**

Over the past few years, we've noticed a striking trend:

Partnerships have played a crucial role in boosting revenue growth.

In 2020, it was common practice to seek proof of ROI before investing resources in new partnerships.

Fast forward to 2022, and we see that almost half of all organizations attribute more than 25% of their revenue to partnerships.

By 2023, the trend continues to grow stronger.

In a survey, over half of the companies reported that partnerships drive between 20% to 50% of their total revenue.

An impressive 7% shared that all their company revenue comes from partners.

In 2024 partnership Ecosystems are viewed as Revenue Drivers: Partner ecosystems increasingly viewed as revenue generators, with monetization strategies such as revenue-sharing models and subscription-based offerings.



Povilas Steikunas,
Head of Partnerships @Ondato

Sales and marketing leaders also stand testament to this trend.

We see over 57% sales leaders and 40% marketing leaders witnessing firsthand the power of partnerships, not just in terms of revenue, but also in broadening the brand's reach and managing the product life cycle.

Studying the figures from 2019, more than half of the companies surveyed acknowledged that partnerships accounted for more than 20% of their revenue.

Also, 49% of these companies experienced a noticeable surge in revenue, and 45% reported an uplift in brand awareness all thanks to their productive partnership programs.

uplift in brand awareness

reported by 45% of companies

broader brand reach

confirmed by 40% of marketing and 57% of sales leaders

surge in revenue

stated by 45% of the surveyed companies

Just a couple of years ago, partnership teams often faced a prerequisite to access resources. Even for organizations with existing alliances and partnership functions, there existed a 'first, show me the revenue' attitude towards unlocking resources for partner marketing or gaining support for co-sell and joint marketing initiatives.



Eric Garcia,
GTM consultant

Making sense of recent polls also paints an optimistic picture of the future.

In responses to what percentage of total revenue is directly attributable to partners, a staggering 70% of companies reported figures exceeding 20%.

Looking ahead to 2024, over a third of companies forecast that partnerships will make up between 25% to 50% of their revenue.

This data highlights the growing trend of the measurable impact of partnerships on revenue, promising an exciting future

Diving deeper, we turn our focus on Customer Acquisition Costs (CAC). In our poll asking if the CAC from partners was higher or lower than direct, an overwhelming 72% stated that partner CAC was lower.

Conversely, only 7% reported that their partner CAC was higher. However, there is room for more insight as 20% of companies shared that they are unable to measure partner CAC at this time, while a negligible 1% voiced that this comparison was not a priority.

72% companies stated that CAC from partners was lower than direct

These responses highlight the importance of partnerships not just in boosting revenues, but also in decreasing CAC. Businesses are realizing the value in leveraging partnerships, as the potential financial gains are meaningful.

In our evolving business scape, these numbers affirm the importance of continuing to explore and expand partnership opportunities.

Evolving Attitudes Towards Learning and Adaptability in Partnerships.

The mindset of partnership professionals has dramatically changed. In 2020, just 28.5% thought their companies were good at partnering.

By 2023, there was a noticeable increase in their desire to learn and work together, showing they were ready to try new and better ways of partnering.

A 2024 survey supports this change, with the majority (56%) now focusing on "Exploring New Partnership Types" as their top priority.

Clearly, there's been a major shift away from old methods, with a fresh enthusiasm for exploring new kinds of partnerships.

28% in 2020

companies were good at
partnering

56% in 2024

companies identified
"Exploring New Partnership
Types" as their main
operational focus

Fast-paced Diversification of Partnership Types.



The types of partnerships are diversifying at an unprecedented rate.

Types of partner programs embraced

**channel
partner
program**

79%
companies

**tech
partner
program**

71%
companies

**strategic
partner
program**

74%
companies

“Partnerships are key to growth. The success of choosing the right partnership hinges on aligning with your strategic goals and how closely you want to work with a partner. To pick the best partnership, focus on synergy possibilities, evaluate the strengths of potential partners, and consider how much integration is needed for a fruitful and successful partnership.”



Teresa Bartaseviciute
Senior Growth Manager @Automata



By 2023, an impressive 79% of respondents reported having a channel partner program, a system that involves third-party promoters who market and sell products to end customers.

It's followed by 71% with a technology partner program, a collaboration between businesses to utilize each other's technology for mutual growth.

Rounding out the top three is the strategic partner program, embraced by 74% of respondents.

In assessing which partner types yield the highest revenue, surveyed companies revealed that channel partners are the most effective, garnering 38% of votes.

Strategic partners follow closely, generating the most revenue for 34% of companies, while tech partners are deemed most lucrative by 21% of the respondents.

Types of partners that generate the most revenue

**channel
partners**

38%
companies

**strategic
partners**

34%
companies

**tech
partners**

21%
companies

Exploring New Partnerships: The Next Frontier.



If 2023 was about diversifying partnerships, then 2024's primary mission is to explore new partnership types.

The recent polls data reveals a significant shift in the operational focus of partnership teams.

About 56% of respondents stated "Explore New Partnership Types" as their main priority.

This indicates that businesses are not just content with maximizing existing partnership models, but are looking to forge new paths with innovative types of partnerships.

This exploration drive is potentially the next linchpin in the multi-faceted partnership landscape, as businesses seek to extract maximum value from diverse alliance configurations.

Partnerships with different companies are highly likely to open new markets or to give new reach in markets that have been previously unexplored.

Partnering with a company can provide indirect leverage, by empowering your name and giving good value to other companies.



Metodi Kaydamov ,
Head of Partnerships @Finrax



It's clear that the fast-paced diversification of partnership types is a response to evolving market dynamics and customer needs. By embracing a diverse range of partnerships, businesses can adapt more effectively to changing market trends and stay ahead of the competition. This adaptability is crucial in today's rapidly evolving business landscape, where agility and innovation are key drivers of success.



Olga Weissman ,
Partnerships Executive @Voiso

Conclusion.

In light of the findings from our extensive research on the state of the partner ecosystem, it's clear that the landscape of partnerships is evolving rapidly and in exciting ways.

The significant shift in attitudes towards partnerships, with a newfound readiness to learn and adapt, underscores the potential they hold for future business strategies.

Coupled with a broader recognition of their importance, companies are undeniably seeing partnerships as not just valuable,

but instrumental to their competitive edge and growth.

Our study also highlights the measurable and significant impact of partnerships on revenue growth, affirming their relevance and importance in the business world.

Furthermore, the notable trend towards diversification and exploration of new partnership types points towards a dynamic and evolving landscape that businesses should not ignore.

Resources.

1. *State of partner ecosystem 2020. Crossbeam*
2. *State of partner ecosystem 2021. Crossbeam*
3. *State of partner ecosystem 2022. Crossbeam*
4. *State of partner ecosystem 2023. Crossbeam*
5. *The future of revenue 2023 Crossbeam & Pavillion*
6. *The state of platforms 2023. Hubspot*
7. *The 2023 partner ecosystem outlook. Pronto*
8. *IT Ecosystem Trust Paves the Way for GenAI-enabled Growth in 2024. TBR*
9. *Ecosystem 2.0: Climbing to the next level. 2020. McKinsey*
10. *Invest In Partnerships To Drive Growth And Competitive Advantage. 2019. Forrester*
11. *Polls 2023. Partnership Leaders*
12. *Images credit: National Geographic*



Vitali Tur

Author of the research

Vitali is a word enthusiast with a Ph.D. in Marketing & Linguistics. Author of many scientific articles and university lecture courses.

vitali.tur@smart-content.pro
www.smart-content.pro

Our Experts.



Olga Weissman
Partnerships Executive @Voiso

VOISO is an AI-driven contact center software company with an established partner network and 100+ employees globally

o.weissman@voiso.com
www.voiso.com



Teresa Bartaseviciute
Sr Revenue Marketer@Automata

Automata is a UK-based global biotech company providing robotic automation solutions to the life sciences industry with 150+ employees

teresa@upto11.co
www.automata.tech



Povilas Steikunas
Head of Partnerships@Ondato

Ondato SaaS solutions offer KYC compliance processes to user-base management. 120+ employees and 100+ partners

povilas@ondato.com
www.ondato.com



Eric Garcia
Partnerships & GTM Consultant

Eric is an experienced Partnerships Manager helping businesses accelerate growth through strategic alliances and go-to-market strategies. Onboarded 150+ partners

ericj.garcia@gmail.com







Metodi Kaydamov
Head of Partnerships@Finrax

Finrax™ offers a fast and reliable crypto payment gateway for forward-thinking businesses around the world. 40+ employees, 20+ partners

metodi@finrax.com
www.finrax.com

PARTNER2B is Your All-In-One b2b Partnerships Platform.

-  discover the right b2b tech & channel partners
-  establish contact with partners
-  learn how to build b2b partner networks
-  stay updated on the trends in partnerships



www.partner2b.com



hello@partner2b.com



[P2B on Medium](#)

Thanks for Your
Attention!

