

Channel programs that actually execute

We design, manage, and scale partner programs for global technology brands, with 11 years of experience operating inside complex, multi-partner ecosystems.



11 Years
Channel Expertise

Dedicated
Channel Agency

Global
Multi-Partner Ecosystems

What we do

Our work spans four core areas, delivering full accountability from fund management to pipeline impact.

01

Distribution fund management
We oversee MDF and DF investment with full visibility and accountability. Every dollar tracked against activities, measured against deliverables, reported against pipeline impact.

02

Partner lifecycle programs
Recruitment, onboarding, enablement, and ongoing engagement. We turn passive partners into active co-sellers through value proposition development and trusted advisor relationships.

03

Demand & lead generation
Full-funnel co-branded campaigns combining digital ads, email, landing pages, ABM, content production, and appointment setting. Repeatable systems, not one-off campaigns.

04

Co-marketing & co-selling
Strategic events, content creation (podcasts, eBooks, video), social campaigns, and embedded sales specialist support that integrates directly within partner teams.

How we work

Most channel programs fail at execution, not strategy. Partners go dark after onboarding. Funds drain without attribution. Campaigns launch late and measure nothing.

COMMON FAILURE POINTS

Partners go dark after onboarding

Funds drain without attribution

Campaigns launch late and measure nothing

OUR APPROACH

We build campaigns from the partner's position outward: messaging that reflects their customer relationships, their competitive context, their sales motion.
Then we layer in the infrastructure to scale it—tracking, attribution, measurement, and repeatable systems that make execution the easy part. AI makes making things cheap and proving them precious. We build campaigns from the partner outward — then prove every dollar to pipeline.

✓ Channel programs that actually execute: partners stay engaged, funds drive pipeline, campaigns deliver results.

Recent results

Real performance from multi-partner campaigns

24 Partner Campaigns
Six months • Multi-partner execution

526

ABM-Qualified Leads

48

BANT Appointments

2M+

Ad Impressions

30.4%

Avg Email Open Rate

Multi-Partner AI Campaign
16 partners • Coordinated execution

52:1

Marketing Pipeline ROI

19:1

BANT Appointments

26M

Total Impressions

17%

Click-Through Rate



The always-on layer

For organizations managing large partner bases, our self-serve portal removes friction between partner interest and campaign execution.

\$10K

Starting investment
Pre-built, pre-approved campaigns and events

100%

Brand control
Messaging, ROI expectations, and deliverables defined upfront

Real-time

Budget visibility
Partners access what they need, you keep oversight

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Why Starshot

We are not a generalist agency that runs channel programs. We are a channel agency, built specifically for the complexity and partner dynamics that make this work hard.

If your channel investment isn't returning the pipeline it should, let's talk.

Ready to get started?
Let's turn your partner programs into pipeline engines

[Schedule a Consultation ↗](#) [View Our Case Studies ↗](#)