



Key Differentiators

StructuredWeb Key Differentiators

StructuredWeb vs Competitors



ChannelGPT

Channel Content Generation Engine that utilizes generative AI to transform the distribution of customized marketing materials.



Drag and Drop Editor

Create sales/marketing content directly within StructuredWeb without having to know HTML/photoshop



Webinar Syndication

Produce webinars centrally and provide your partners with a pre/post event marketing engine to drive attendees to a single webinar



Campaign Automator

Full campaign automation for partners



Smart Journeys

Workflow journey giving partners step by step guides on specific actions within the platform.



Personalized Video

Partners can customize videos with their logo, brand information etc. in order to customize pre-recorded videos



130+ language Translation

Translate all sales/marketing content within SW to over 130 languages at the click of a button.



Platform Personalization

Provide unique homepage and content experiences for partners based on their profile

Feature	StructuredWeb	Competitor
Drag and Drop Editor	✓	✗
130+ Languages for Translation	✓	✗
Personalized Video	✓	✗
Webinar Syndication	✓	✗
Smart Journeys	✓	✗
ChannelGPT	✓	✗
Campaign Automator	✓	✗
Portal Personalization and White Labeling	✓	Limited
Role Based Access (admin and partner)	✓	Limited
Cobranding Video	✓	Limited
Email + Landing Page	✓	✓
Social Syndication	✓	✓
Content Syndication	✓	✓
Agency Marketplace	✓	✓





ChannelGPT

Unique to StructuredWeb, ChannelGPT is the first and only Channel Content Generation Engine that utilizes generative AI to transform how vendors, distributors, and their channel partners create and distribute customized marketing materials.

By automating content creation, ChannelGPT reduces the time and effort required to produce high-quality, tailored marketing materials, enabling vendors to support more partners effectively.

Partner Benefits:

- Personalized marketing materials suited to their specific business, target audience, and value propositions.
- Streamlined content creation process leading to time savings and reduced reliance on additional resources.
- Diverse content formats available, such as press releases, blog posts, website copy, emails, social media posts, and video scripts.
- Flexibility to adapt marketing strategies swiftly in response to changing market conditions and seize new opportunities.
- Translation into 130+ languages.

Vendor Benefits:

- Efficient creation of marketing materials for numerous partners.
- Tailored marketing assets and programs that better support channel partners, fostering increased satisfaction, loyalty, and long-term business relationships.
- Automation of content creation saves valuable time and resources, enabling focus on other critical aspects of the business.
- Consistent messaging and branding across all partner content, ensuring a cohesive and professional brand image.
- Content includes, but not limited to, emails, landing pages, PDFs, social media, website content syndication, video scripts, voicemail call scripts and much more



Webinar Syndication

Scale your ability to produce webinars for your channel partners, keep your brand in front of their customers, and drive more demand for your products

Produce webinars centrally and provide your partners with a pre/post event marketing engine to drive attendees to a single webinar

Partner Benefits:

- Leverage webinars to drive demand
- Develop a stronger web presence
- Decrease anxiety, increase focus
- Automated post event follow up

Vendor Benefits:

- Extended Reach: Leveraging partner network
- Control webinar process
- Ensure quality content
- Increase partner satisfaction

Reporting and Data Advantage:

- Vendor has visibility into attendance/registrations per partner



Smart Journeys

Guide new and returning users through onboarding and training exercises that accelerate learning and lead to better platform adoption

Track partner activity

Incentivize partners – behavior modification

ROI and measure partner adoption and long term engagement

Partner Benefits:

- Intuitive platform UI/UX
- Personalized roadmap of activities to guide success

Vendor Benefits:

- Ensure partners do the right thing in the platform
- Track progress of partners by any variable
- Incentivize partners – behavior modification
 - Incorporate rewards
- Set goals for partners, give them ‘something to do’ when logging in
- Can customize per partner, per user etc.

Reporting and Data Advantage

- ROI and measure partner adoption and long term engagement
- Track partner activity



130+ language Translation

Translate all sales/marketing content within StructuredWeb to over 130 languages at the click of a button. This is included at no extra cost

Platform UI Available in 19+ Languages natively

Partner Benefits:

- Global partners have ready made content
- Offer the platform to partners all over the world

Vendor Benefits:

- Time and Cost Savings with automated translation
- Increased engagement by global partners
- Scale content creation across the globe

Reporting and Data Advantage

- Granular usage data



Personalized Video

Unique to StructuredWeb, provide partners with the ability to easily cobrand and customize existing videos with their logo company name and even a short short that can be recorded.

Partner Benefits:

- Save time, money, resources on video creation and marketing
- Presented as a thought leader by using ready made and professional videos
- Better align their company with vendor brand

Vendor Benefits:

- Leverage existing video content to give your partners the power of video on their site
- Control the type of video content your partners are using
- Increased cross marketing tactic utilization
- Reporting and Data Advantage
- Measure effectiveness of content
- Cross marketing analysis

Reporting and Data Advantage:

- Measure effectiveness of content
- Cross marketing analysis



Drag and Drop Editor

Create sales/marketing content directly within StructuredWeb without having to know HTML/photoshop.

No more WYSIWYG.

Partner Benefits:

- Simplified customization
- Automated co-branding
- Fast editing

Vendor Benefits:

- No roadblock in setting up content
 - Available for email, landing pages, banner ads and PDF documents
- No HTML/Photoshop needed
- Fast and easy to manage content
- Never having to say WYSIWYG
- Do-it-Yourself or bring your own agency

Reporting and Data Advantage

- Measure time to market



Campaign Automator

Unique to StructuredWeb, Multi-Touch campaigns can be execute by a partner once, to run over a course of weeks or months.

Full campaign automation from one screen within StructuredWeb

Partner Benefits:

- Set it and Forget It
- No longer needing to manually activate individual marketing tactics
- Don't need to manually add/remove names from a mailing list

Vendor Benefits:

- Provide partners with a 'ready made' campaign in a box
- Integrate campaigns with a variety of tactics for partners to easily execute
 - Nurture Emails, Landing Pages, Social Posts, Website Content Syndication

Reporting and Data Advantage

- Full Campaign Effectiveness
- Partner Activity



Platform Personalization

Provide unique personalized experiences for partners based on their profile (who they are, where they are logging in from, and what they are interested in).

Partner Profile Data can be collected and shared automatically to StructuredWeb via SSO

Partner Benefits:

- Interact with platform based on their individual needs
- Ease of use
- Content relevancy

Vendor Benefits:

- Increased adoption
- Increased engagement
- Increased retention

Reporting and Data Advantage:

- Comprehensive segmentation data