

Meet David Rincon — the channel partner who closed **two new deals with NO SALES TEAM.**

How is he able to generate more social traffic and close more deals than most B2B marketing teams? Well, let's rewind back a few months. Here is his story.

"Using the Reseller Marketing Portal has become an invaluable part of my marketing and sales process. I rely on the platform AI daily, to turn a high volume of data into actual opportunities."

— David Rincon

The Beginning: A One-Man Band Needs a Smart Amplifier

Like many technology channel partners, David Rincon wears many hats. Marketer. Salesperson. Closer. With no dedicated sales team to lean on, every minute of his day has to count — and every lead has to be worked strategically.

With competition growing and uncertainty around new tech like AI looming, David needed a way to manage his marketing in a simple, automated way. **That's when he turned to PartnerOn in March of 2022.**

The Turning Point

With the support of PartnerOn's ready-to-publish marketing campaigns about the latest trends in AI and Cloud technology, **David was able to skip the editorial workload and get straight to posting content.**

David also took full advantage of our email content, consistently uploading email lists with thousands of contacts.

For David, joining the platform was a turning point.



Ready to see results like David? Sign up today for your **FREE** account.

[HTTPS://CONTENTMX.COM/PARTNERON](https://contentmx.com/partneron)
SUPPORT@CONTENTMX.COM

Copyright © 2026, All rights reserved. ContentMX, LLC

Consistent Content Engagement

David built a new rhythm. Every week, PartnerOn delivered curated, vendor-backed content directly to his account — ready to share to his email lists and social followers with just a few clicks. No writing from scratch. No scrambling for materials.

PartnerOn enables David to:

- Deliver relevant content directly to prospects — automatically, every week
- Track engagement through open rates and click-through data
- Identify which contacts are actively interacting with his outreach

This consistent visibility transformed David's outbound communication. He's no longer guessing who *might* be interested — our AI analytics tells him *exactly* who is.

The screenshot displays a contact profile with the following sections:

- Contact Information:** Includes a profile picture placeholder and redacted contact details.
- Business Details:** A message states, "There is no information about this person's company."
- AI Contact Analysis:** A section with a red circle around the title. It contains two paragraphs of text analyzing the contact's interests in cloud-native AI, modern architecture, and data center modernization.
- Recommended Next Steps:** A section with a red circle around the title. It lists two actions:
 - Qualify Modernization Needs (High Priority):** "Send a tailored email asking about current data center and cloud roadmap, positioning a high-level modernization discussion focused on cloud-native architecture and AI readiness." Includes a "Send Email" button.
 - Offer Readiness Assessment (Medium Priority):** "Send an email offering a short assessment focused on cloud migration readiness and AI/ML data foundations for Energy and Utilities." Includes a "Send Email" button.



Ready to see results like David? Sign up today for your FREE account.

[HTTPS://CONTENTMX.COM/PARTNERON](https://contentmx.com/partneron)
[SUPPORT@CONTENTMX.COM](mailto:support@contentmx.com)

Copyright © 2026, All rights reserved. ContentMX, LLC

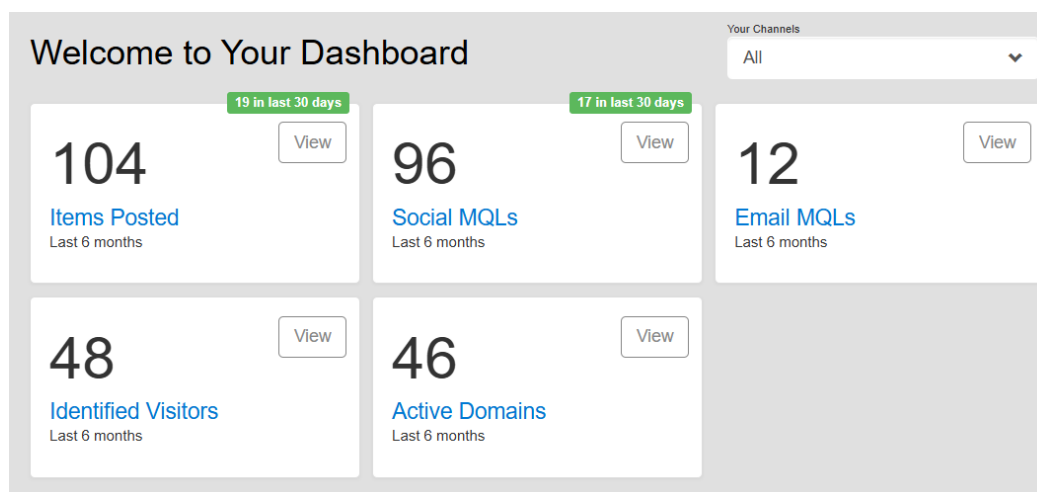
Actionable Intelligence That Helps Close Deals

David visits the new **‘My Reporting Dashboard’** every single day. Not to browse — to hunt. He zeroes in which prospects are actively engaging with his content.

‘My Reporting Dashboard’ and its AI tools allow David to:

- See which content is most popular with his audience
- Surface high-intent prospects based on their engagement with that content
- Organize MQLs that he downloads for targeted follow-ups

The result? Cold leads don’t stay cold for long. David now knows not just who received his message — but who is ready to buy.



Sales Results: The Proof Is in the Pipeline

Remember those deals we mentioned? After meeting with Eli, our Account and Client Success Manager, we found out that David **closed two new deals directly in the PartnerOn platform** in just the last few months.

David will be the first to tell you: **he’s not going back**. The combination of consistent content delivery and AI-powered buyer intelligence has fundamentally changed how he goes to market. He operates leaner and closes smarter — and PartnerOn is the engine making it possible.



Ready to see results like David? Sign up today for your **FREE** account.

[HTTPS://CONTENTMX.COM/PARTNERON](https://contentmx.com/partneron)
[SUPPORT@CONTENTMX.COM](mailto:support@contentmx.com)

Copyright © 2026, All rights reserved. ContentMX, LLC