



*The Forrester WaveTM:
Channel Incentive Management,
Q1 2022*

Capillary debuts
as a Leader with
layers of innovation
around product flexibility



*Innovation
Roadmap*



*Analysis Tools
and BI*



*Data
Management, Alerting
and Reporting*



*Supporting
Products
and Services*



*Security
and Privacy*



*Nonmonetary
and Micro
Incentives*

In the report, Capillary has received the highest scores possible in 6 evaluation criteria including Innovation Roadmap; Analysis Tools & Business Intelligence; Supporting Products & Services; Nonmonetary & Micro Incentives and more.

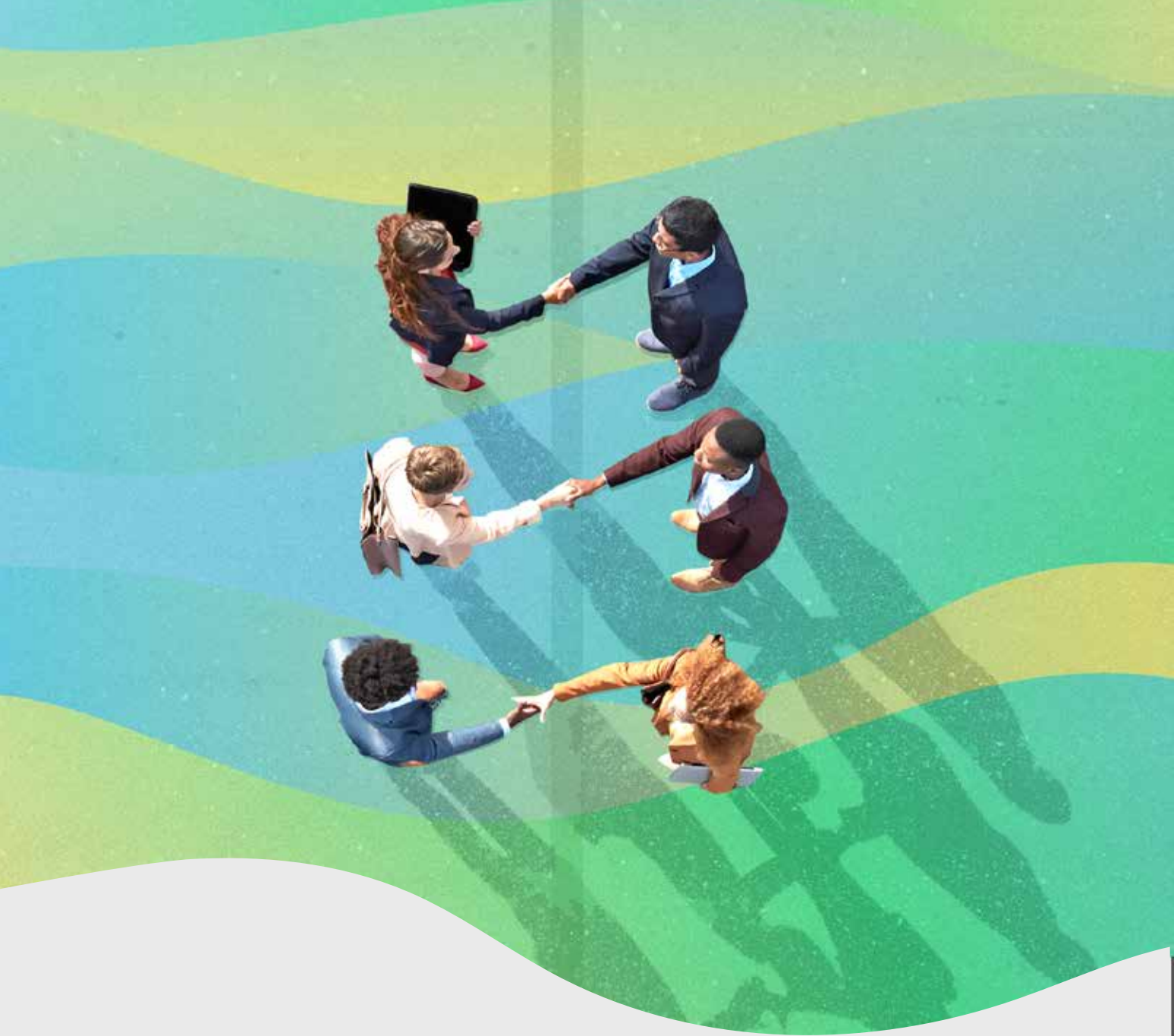


We are honored that Forrester has positioned Capillary as a Leader in their report. Channel partnerships are rapidly expanding, and brands are realizing the need to strengthen their B2B channel relationships with meaningful loyalty strategies. Capillary's Loyalty+ product addresses this by taking a holistic view of the partner behavior and optimizing the incentives program. We believe our position as a leader echoes the amazing results we have delivered to our customers and we will continue to innovate in this developing landscape.



Aneesh Reddy

Executive Director and CEO
of Capillary Technologies



Channel Incentive Management (CIM), also known as B2B loyalty, aims to foster loyalty and encourage favorable behavior among channel partners, ultimately improving indirect sales.



03

**Fundamental factors
that brands need to
focus on while shaping
their channel incentive
programs:**



01

Looking beyond transactional incentives

Interweave transactional
and non-transactional
incentives to enhance
brand-channel interactions.



02

Personalization for each channel

Personalization is the cornerstone of B2B loyalty and predicting partner behavior can help create highly targeted campaigns, offers and communications.



03

Staying future-ready with data analytics

AI-based data analytics tools can empower brands to predict trends and suggest the next best steps in channel marketing strategies.

**Click the link in
the description**

to find out why forrester ranks
Capillary as the top 4 among
11 global Channel Incentive
Management vendors.