

CASE STUDY

THE POWER OF PARTNERSHIP INTELLIGENCE

The Shift:

Golden State wanted a more effective way to understand, measure and communicate partner performance across its portfolio. As a globally recognized brand rooted in innovation and technology, it needed a reporting approach that could keep pace with the expectations of both internal teams and partners. With partner data spread across multiple sources, the team was spending time piecing together information rather than analyzing and coming up with actionable insight. The challenge was not simply collecting more data. It was bringing exposure, activation, engagement and business impact metrics together in a way that made performance easier to understand, evaluate and communicate.

Partnering with Two Circles and leveraging the KORE platform, Golden State created a centralized partnership intelligence framework that connects data sources, standardizes measurement, and provides both internal teams and partners with a clearer view of performance.

"Understanding partnership performance requires more than collecting data. We wanted a consistent way to measure results, demonstrate value, and provide our partners with greater visibility into the impact of their investments. KORE helped us bring that together in one place."

— Matt Artin, VP, Partnership Insights, Golden State

143

Partners measured

2,254

Unique asset-brand combinations

23K

Hours of asset exposure

What Changed

Golden State wanted more than a collection of reports. They wanted a connected view of partnership performance that could support better decisions, improve partner transparency, and reduce manual reporting effort

Working with Two Circles, the organization built:

1

A centralized partnership measurement framework spanning media exposure, activation, engagement, and business impact metrics

2

Automated reporting workflows that streamline partner recaps and reduce manual reporting effort



Standardized measurement methodologies across partnership assets, campaigns, and platforms



Interactive dashboards that provide both internal teams and partners with real-time performance visibility



A shared reporting environment that supports portfolio-wide benchmarking and partnership optimization

How It's Being Activated:

Centralized reporting: Partnership data from internal and external sources is brought together into a single reporting environment.

Performance visibility: Interactive dashboards provide teams and partners with access to consistent, near real-time performance data from a shared source of truth.

Portfolio benchmarking: Partnership assets and campaigns can be evaluated consistently across the partnership portfolio.

Automated partner recaps: Reporting workflows reduce manual effort while improving consistency and speed.

Data-driven decision making: Standardized measurement helps teams identify trends, optimize activations, and demonstrate partner value.

Business Impact:

Golden State's partnership intelligence framework demonstrates how partnership reporting can evolve from disconnected data into actionable insights. By bringing together internal and external data sources, standardizing measurement, and automating reporting, the organization gained a clearer view of performance across its portfolio.

The result is greater transparency for both teams and partners, reduced reliance on fragmented reporting tools, faster access to performance insights, and a stronger foundation for evaluating, communicating, and optimizing partnership outcomes at scale.



THE POWER OF PARTNERSHIP INTELLIGENCE GOLDEN STATE

Get in touch to explore what the right partnership intelligence and measurement platform could do for your business. Contact hello@twocircles.com

