



PartnerVista Launches PV Pipeline to Help Partner Marketers Create and Convert Demand

A fully managed service that helps partner marketers create demand, convert engagement into pipeline, and enable consistent sales follow-up



WHEAT RIDGE, CO, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- PartnerVista today announced the launch of PV Pipeline, which helps partner marketers create demand, turn campaign engagement into qualified pipeline, and equip sales teams to act on the right opportunities.

Partner marketers are increasingly expected to contribute measurable pipeline, yet many campaigns still stall after a lead list is delivered to sales. Because qualification, nurture, and tracking are often split across separate vendors and disjointed internal teams, follow-up can be delayed or missed altogether. Sales teams are often left without the account context or visibility needed to act quickly, allowing leads to go cold and potential opportunities to fall out of the funnel.

PV Pipeline connects lead generation, personalized nurture, account intelligence, and sales enablement into one connected service. Partner marketers can use it to support a single priority program or repeat the model across partners, events, campaigns, and MDF cycles, without coordinating additional point solutions and handoffs. Sales teams receive prioritized leads alongside engagement history, account context, and recommended follow-up angles, enabling more informed sales actions.

To deliver PV Pipeline, PartnerVista has partnered with Personize and LeadScale. Personize uses AI to help tailor nurture outreach to individual contacts based on engagement signals across the buying team, while LeadScale supports the data quality and orchestration needed to keep information moving through the pipeline.

"Partner marketers have been asked to drive growth without being given the resources, systems, or recognition to match that responsibility," said Rick Currier, Founder and CEO of PartnerVista. "PV Pipeline closes that gap. It gives partner marketers a repeatable way to turn campaign engagement into sales-ready opportunities, prove the value of their work, and earn the strategic

role they deserve in the business.”

"Most nurture programs treat every prospect as if they are starting from zero, and they reset with every campaign. Personize gives the program a memory. It draws on what each contact and their buying team have engaged with over time, so PV Pipeline builds on what works, avoids what does not, and gets more relevant with every cycle rather than starting over."

"PartnerVista defines the outcomes with the client, and LeadScale composes the data journey to support them," said Robin Caller, CEO of LeadScale. "We focus on data accuracy and orchestration so the right information moves quickly and reliably, reducing friction across the pipeline."

PV Pipeline is available beginning August 26, 2026. To learn more, visit www.partnervista.co/pv-pipeline.

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