

Connected Partner Account Reports

ACCOUNT REPORT	REPORT DESCRIPTION & APPLICATION
All matched accounts	Shows all accounts that you and this partner have in common in your overlapping data set. This report helps you understand the scope of overlap with this partner.
Mutual customers	Shows all accounts that are customers for both you and this partner. This report helps identify expansion opportunities.
Mutual prospects	Shows all accounts that are prospects for both you and this partner. This report helps identify prospects to target together.
Potential new logos	Shows all accounts that are your prospects and this partner's customers. This report helps identify accounts where your partner can introduce you into the account.
Help my partner	Shows all accounts that are your customers and this partner's prospects. This report helps identify accounts where you can introduce your partner into the account.
All my accounts	Shows all of your accounts brought into PartnerTap and how they compare against all of the data shared by this partner. This report provides a detailed account view of the entirety of your overlap (both prospects and customers) with this partner.
All my customers	Shows all of your customer accounts and how they compare against all of the data shared by this partner. This report helps identify the scope of customer overlap with this partner.
All my prospects	Shows all of your prospect accounts and how they compare against all of the data shared by this partner. This report helps identify the scope of prospect overlap with this partner.
All partner accounts	Shows all of your partner's accounts and data shared with you. This report helps identify unmatched or "greenfield" accounts which are accounts that are net new for you.
All partner customers	Shows all of your partner's customer accounts and data shared with you. This report helps identify unmatched or "greenfield" accounts which are net new for you that your partner could help introduce you into.
All partner prospects	Shows all of your partner's prospect accounts and data shared with you. This report helps identify unmatched or "greenfield" accounts which are net new for you that you could jointly target with this partner.

My unmatched accounts	Shows all of your accounts that do NOT map to this partner. This report helps identify accounts that would be net new for this partner.
My unmatched customers	Shows all of your customer accounts that do NOT map to this partner. This report helps identify accounts that would be net new for this partner that you could help introduce them into.
My unmatched prospects	Shows all of your prospect accounts that do NOT map to this partner. This report helps identify accounts that would be net new for this partner that you could jointly target.
Greenfield accounts	Shows all of your partner's accounts that are "greenfield" or net new for you. This report helps identify net new accounts for your company.
Greenfield customers	Shows all of your partner's customer accounts that are "greenfield" or net new for you. This report helps identify net new accounts for your company that this partner could help introduce your teams into.
Greenfield prospects	Shows all of your partner's prospect accounts that are "greenfield" or net new for you. This report helps identify net new accounts for your company that you could jointly target.
My pipeline on matched accounts	Shows all of your accounts with opportunities, at any stage, that match with this partner. This report shows you all opportunities where this partner has engaged and might be able to help you get your deal unstuck or closed faster.
My open pipeline on matched accounts	Shows all of your accounts with open opportunities that match with this partner. This report identifies all open opportunities where this partner has existing relationships with the account and might be able to help you get an opportunity unstuck or closed faster.
New opps created after accounts matched	Shows all new opportunities that were created after an account was first matched with this partner. This report shows you all opportunities that might have been sourced from your account mapping with this partner.