

Case study

A smarter way to create high-impact partner marketing video

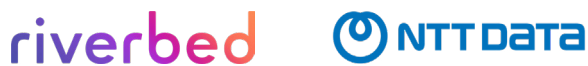
Most partner marketing teams don't have a content problem. They have a **speed, visibility, and effectiveness problem**.

Traditional video production is slow, expensive, and rigid. By the time the video is live, the campaign has moved on.

And after all that effort? It often reaches a fraction of the audience it was built for. AI video changes that.

It removes the friction between idea and execution – so you can create, test, and refine content quickly, and invest your budget where it actually drives impact: **reach, visibility, and engagement**.

Trusted by partner marketing teams at



The shift: From one big bet > continuous optimisation

Traditional production forces a risky model:

- One video
- One message
- One chance to get it right

AI video flips that.

- Multiple creative angles
- Faster turnaround
- Real-world testing and iteration

Instead of hoping your content works, you can **learn what works – and refine it continuously**.



Creative agility, delivered properly

AI video on its own isn't the advantage. How you apply it is.

That's where Coterie comes in.

We combine **partner marketing expertise, strategic thinking, and AI video capability** to help you create content that is:

- Built for real campaigns
- Designed to be seen
- Structured to test, learn, and improve

This isn't about producing more content.

It's about producing the right content, refining it, and improving performance over time.

“Don't bet your budget on one video. Test, learn, and improve what works.”

Turn one campaign idea into ten high-impact assets

With AI video, your budget doesn't just go further.

It becomes a tool for testing, learning, and improving performance.

Instead of investing everything into one asset, you can create multiple videos tailored to different audiences, messages, and channels - and refine them based on real results.



More content in market



More opportunities to test



Clearer insight into what drives engagement

Why Coterie

AI video is just a tool. What matters is how you use it.

We bring partner marketing expertise and strategic implementation to ensure your content doesn't just get created - it performs.

We help you:

- Translate complex partner propositions into clear, testable messages
- Build structured content approaches that allow iteration and refinement
- Create assets designed for distribution and optimisation
- Turn campaign activity into measurable learning

We don't just deliver videos. We help you continuously improve how your content performs in market.

What This Looks Like in Practice

01. Test before you launch

Use synthetic personas to simulate audience response and validate messaging before going live - reducing risk and strengthening campaign confidence.

02. Test and refine messaging

Create multiple versions, test them in market, and optimise based on real engagement.

03. Launch and adapt quickly

Adjust messaging and creative as campaigns evolve.

04. Build distinctive, high-performing assets

Ensure consistency across partners while improving effectiveness over time.

One idea → multiple assets

Test before launch → learn in market → refine continuously

More visibility → better performance

The outcome

- Faster campaign execution
- More informed decision-making
- Clearer, more effective messaging
- Continuous improvement in performance
- Greater reach and engagement

Not just more output. Better outcomes.

“The advantage isn't just speed. It's knowing what works - and improving it.”

coterie

Ready to Build Smarter Campaigns?

Speak to our team to explore how we can help you create, test, and refine partner marketing content using AI video.



Gillian Clark
Customer Success Director