



UiPath

Streamlining global partner communications for UiPath

Challenge

UiPath's worldwide Channel Marketing team needed additional marketing resources to manage the creation, delivery, and analysis of their partner communications.

With multiple global stakeholders contributing content, strict deadlines, and the need for consistent branding, UiPath sought a partner who could:

- Take full ownership of the process
- Improve operational efficiency
- Provide strategic insights to increase partner mindshare

Objectives

- Embed a dedicated Project Manager within UiPath's global Channel Marketing team to own end-to-end process management
- Manage and coordinate content creation and stakeholder collaboration for partner communications
- Build and deliver consistent, impactful newsletters and partner emails aligned with UiPath's business goals
- Ensure seamless communication flow across stakeholders to meet timelines and quality standards
- Provide insightful reporting to measure effectiveness and inform ongoing marketing strategies

Marketing Operations

Building the engine that powers scalable, data-driven marketing

Approach

Leveraging our experience with leading tech vendors, we added value from day one—quickly building relationships with UiPath’s global stakeholders, understanding existing processes, and identifying opportunities to streamline workflows and improve content delivery. Our on going support focuses on Worldwide channel newsletters and partner emails, we:

- **Manage end-to-end newsletter production**, from content calls and editorial planning to finalization and launch
- **Ensure content consistency** with brand guidelines and maintain a unified tone of voice
- **Oversee distribution**, including segmentation, testing, and deployment of communications
- **Coordinate stakeholder communications**, managing approvals and timelines effectively
- **Deliver post-campaign reporting**, providing engagement insights and actionable recommendations



Get in touch to see how we can help streamline your marketing operations.

Contact: info@yellowspider.com



Yellow Spider have been an incredible extension of our Channel Marketing team. Their ability to manage our global partner communications end-to-end, while maintaining quality, brand consistency, and efficiency has been invaluable. They’ve allowed us to focus on strategy while knowing execution is in safe hands.

**Carlo di Colloredo-Mels,
Sr. Director Global Partner
Marketing, UiPath**



Solution

By combining strategic guidance with hands on delivery, Yellow Spider enabled UiPath’s Channel Marketing team to maintain timely and impactful partner communications on a global scale.

- 01 Global Consistency**
Deliver consistent, high-quality partner communications on a global scale
- 02 Process Optimization**
Improve operational efficiency through better process management and reduce turnaround times
- 03 Smart Content**
Enhance partner engagement through relevant, easy-to-consume content
- 04 Strategic Intelligence**
Gain actionable insights through detailed post-campaign analysis and reporting to inform ongoing strategy
- 05 Brand Alignment**
Deliver consistent, brand-aligned communications to the global partner ecosystem