



OPTIMIZE MARKET DEVELOPMENT FUNDS & CHANNEL PARTNER RESULTS WITH CAMPAIGN MARKETPLACE FROM ZIFT SOLUTIONS



Campaign Marketplace

- ➔ Deliver full- and self-service campaigns, designed and deployed by marketing pros
- ➔ Easily manage and optimize MDF
- ➔ Engage partners with new ideas and exciting, multi-tactic marketing options
- ➔ Oversee channel partner and Marketing Service Agency activities
- ➔ Negotiate better pricing for partners with approved agencies
- ➔ Streamline Proof of Performance (POP)
- ➔ Measure and maximize marketing ROI

Developing effective marketing is complex and time consuming. All too often, channel partners start, then abandon activities, leaving available Market Development Funds (MDF) on the table due to a lack of resources, new ideas, visibility and proper campaign support. Zift's **Campaign Marketplace** lets channel partners easily manage and use their MDF to access a wide variety of pre-approved marketing activities and customized campaigns developed and executed by professional Marketing Service Agencies directly within the Zift Platform.

EXTEND THE POWER OF YOUR PARTNERS

Campaign Marketplace extends Zift's industry-leading self-service marketing solutions for channel partners with full-service marketing campaigns delivered by professional Marketing Service Agencies along with innovative tools to optimize the use of MDF.

Zift123 IMCO Demand Center

Campaigns | Web Plugins | Social Media | Collateral | Analysis | Contacts

⌵ \$5.7k | 4 | Andy ▾

Browse Campaigns / New Mobile Monitoring Application Release

New Mobile Monitoring Application Release View Existing Activation » Continue (1 selected)

Effective Dates: Started on Nov 12, 2015

We understand the unique needs of multiple industry verticals, including Retail, Banking & Finance, and Industrial, and have a proven history of delivering an array of customizable on-premise and remote video and surveillance solutions for small, mid-size and enterprise clients.

Campaign consists of the following:

- Email Program: Emails #1, #2, and #3 are setup in a touch-free program so they are automatically sent to your customer list

Additional resources:

Click to select/unselect assets to use in this campaign. | Select all | Select none

Workflows

- Mobile Monitoring Application Release
 More Details

Other Activities

- Tele-Marketing with Email Blast Advertising: Outdoor Advertising/ Digital Signage
 More Details
- 2 Appointments (200 records) \$2,165.00
- 4 Appointments (300 records) \$3,425.00

Funding Summary

Expiration Date	Funding Source	Total Budget	Available
Dec 31, 2016	Q4 Distribution	\$6,500.00	\$4,345.00
Dec 31, 2016	October Opex	\$3,500.00	\$1,345.00
Total		\$10,000.00	\$5,690.00

Funding Details | My Transactions | Close

Partners can reference a virtual wallet of MDF funds available when selecting offerings.

OPTIMIZE MARKET DEVELOPMENT FUNDS & CHANNEL PARTNER RESULTS



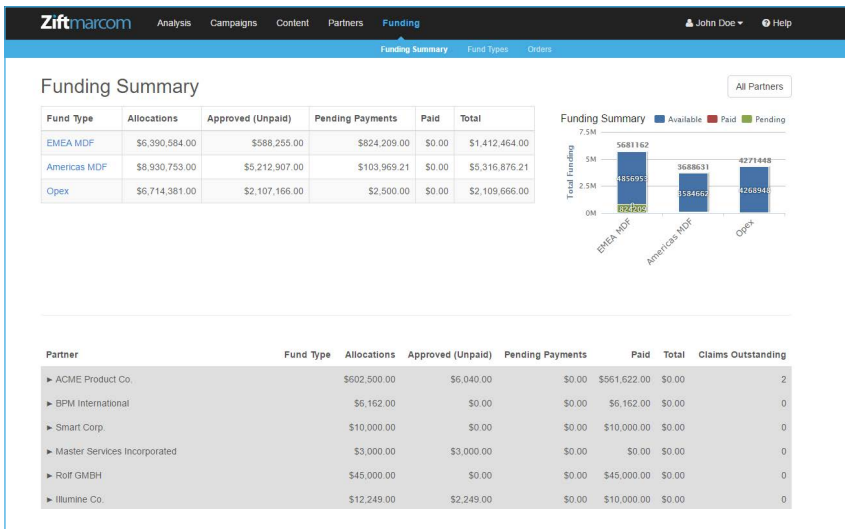
ZIFT'S CAMPAIGN MARKETPLACE HELPS YOU:

- **Drive partner engagement and adoption** with pre-approved full- and self-service campaigns and proven, professional marketing support.
- **Close the loop** on marketing investments and optimize MDF usage.
- **Enhance visibility and control** of channel partner and Marketing Service Agency activities from start to finish.
- **Track and achieve better results** from varied marketing tactics, developed and deployed by proven marketing professionals.
- **Empower collaborative and strategic planning** between Suppliers, Partners and Marketing Service Agencies.
- **Lower costs by negotiating MDF amounts and pricing** for marketing activities between Suppliers and Partners as well as Marketing Agencies for outsourced services.
- **Compare performance** by campaign and agency to guide future investment decisions.

ABOUT ZIFT SOLUTIONS

With nearly a decade of experience, Zift Solutions is the established leader in channel marketing and management (CMM) solutions. Trusted by leading channel organizations around the world, Zift understands how to engage channel partners and solves channel sales and marketing challenges with superior technology, a proven success framework and hands-on global support.

www.ziftsolutions.com



Easily allocate and budget MDF for Partners, manage fund types and assign funds for particular marketing campaigns.

MDF MADE EASY

Campaign Marketplace makes managing, allocating and using MDF easy. Along with professional marketing activities, suppliers can provide partners with MDF within Zift's Campaign Marketplace via an MDF Funds Wallet. Partners can quickly review current MDF allocations, by funding type, and know exactly how much they have available to spend on marketing activities. Campaign Marketplace also lets you manage different types of MDF, negotiate pricing and even assign which type of funds channel partners can use on particular marketing campaigns.

