

# Campaign Marketplace

## OPTIMIZE MARKET DEVELOPMENT FUNDS & CHANNEL PARTNER RESULTS

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.

#### KEY BENEFITS

Campaign Marketplace

*Deliver full- and self-service campaigns, designed and deployed by marketing pros*

*Easily manage and optimize MDF*

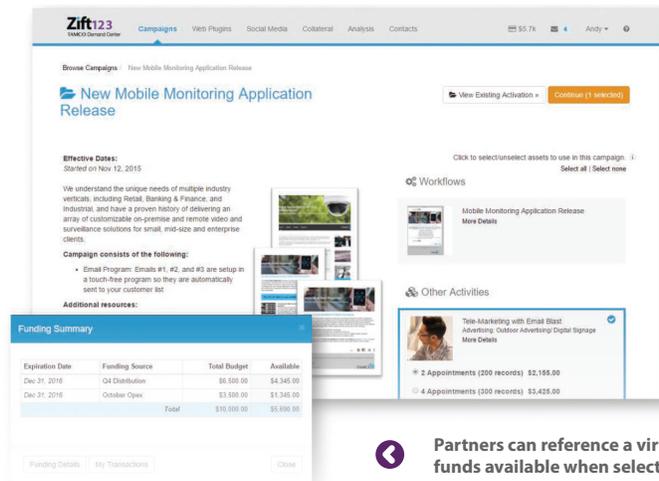
*Engage partners with new ideas and exciting, multi-tactic marketing options*

*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*



Expiration Date	Funding Source	Total Budget	Available
Dec 31, 2016	Q4 Distribution	\$5,000.00	\$4,348.00
Dec 31, 2016	October Open	\$3,000.00	\$1,345.00
	<b>Total</b>	<b>\$8,000.00</b>	<b>\$5,693.00</b>



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



## Campaign Marketplace from Zift Solutions Lets You:

**Drive partner engagement and adoption** with pre-approved full- and selfservice campaigns and proven, professional marketing support.

**Close the loop** on marketing investments and optimize MDF usage.

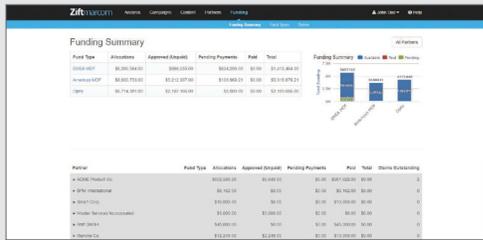
**Enhance visibility and control** of channel partner and Marketing Service Agency activities from start to finish.

**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.



**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.



## Why Zift Solutions?

With nearly a decade of experience, Zift Solutions is the established leader in channel marketing automation. 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.

Learn more at [www.ziftsolutions.com](http://www.ziftsolutions.com).

