

# Through Partner Marketing Automation (TPMA)

## DRIVE CHANNEL SALES

*Traditional marketing automation tools can't cut through the complexity of today's channel marketing and sales landscape. Your partners need the ability to coordinate and use multiple, integrated marketing activities to stand out from the competition, nurture leads and drive sales. **Through Partner Marketing Automation (TPMA)** from Zift Solutions empowers channel partners with next-generation digital marketing tools, strategic insight and the direct support they need to succeed.*



### More Marketing Activities, More Value

TPMA from Zift delivers more value by giving your partners the ability to easily launch multi-tactic co-branded marketing campaigns that deliver results. Help partners build sales pipeline and capture more revenue with turn-key execution of multi-touch campaigns leveraging a wider array of marketing tactics and activities, including newsletters, email, online advertising, telemarketing and more. Behavioral segmentation and detailed lead scoring across multiple touch points generate more qualified leads for partners. Plus, built-in analytics measure results and closed-loop reporting empowers a more collaborative sales process.

#### KEY BENEFITS

Through Partner Marketing Automation (TPMA)

*Enable turn-key execution of cobranded multi-touch campaigns.*

*Reduce cost per lead and increase marketing touches.*

*Automate email, newsletters, print, online ads, telemarketing and more.*

*Gain visibility into partner campaigns and lead generation efforts.*

*Drive accountability with closed-loop analytics and automated reporting.*





## Through Partner Marketing Automation (TPMA) from Zift Solutions Lets You:

**Empower partners** with turn-key execution of integrated, multi-touch campaigns.

**Strengthen outreach efforts** with an expansive array of marketing tactics.

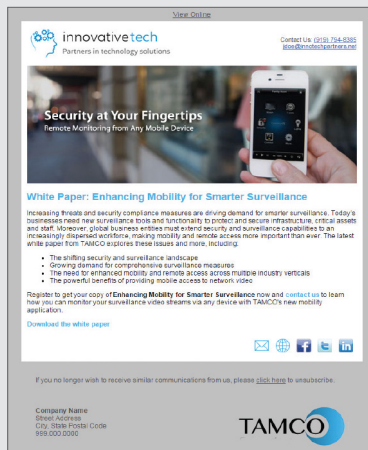
**Streamline lead management** and enable detailed lead scoring across multiple prospect touch points.

**Track campaign results** and ROI with closed-loop analytics.

**Deliver the strategic insight**, next generation digital marketing tools and hands-on guidance partners need to turn prospects into customers.

*“We’ve earned a 48 to 1 return on investment with Zift Solutions, which has allowed us to expand our reach, generate new leads, and create more opportunities without overburdening our team.”*

— **Chris White**  
AVP of Marketing, Orasi Software



Turnkey email solutions that engage partners and deliver sales wins.



## Drive Partner Engagement Through Connections

Complete CRM and ERP integration means your partners don't have to leave the systems they use most to access the TPMA tools they need — which boosts engagement, opportunities and improves visibility while reducing costs. Better lead qualification strategies improve demand generation and detailed lead scoring across multiple prospect touch points helps partners prioritize and customize outreach. You gain direct visibility into partner activities for a more collaborative sales process and closed-loop analytics measure results while fostering partner accountability.



## Why Zift Solutions?

More than 80% of channel chiefs and more than half a million partners rely on Zift Solutions to drive channel success. Zift Channel as a Service automates all channel marketing, sales and operations processes – and integrates seamlessly with established systems and infrastructure to provide faster ROI and deliver better results.

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



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