



DRIVE CHANNEL SALES

WITH THROUGH PARTNER MARKETING AUTOMATION (TPMA)



THROUGH PARTNER MARKETING AUTOMATION

- ▶ Enable turn-key execution of co-branded 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.

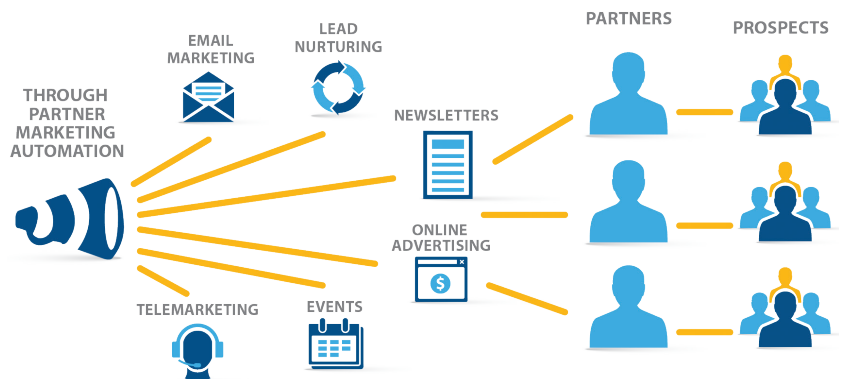
"We've earned a 48 to 1 return on investment with Zift Solutions, which has allowed us to expand our reach, generate new leads, and create more opportunities without overburdening our team."

Chris White, AVP of Marketing,
Orasi Software (HP Partner)

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

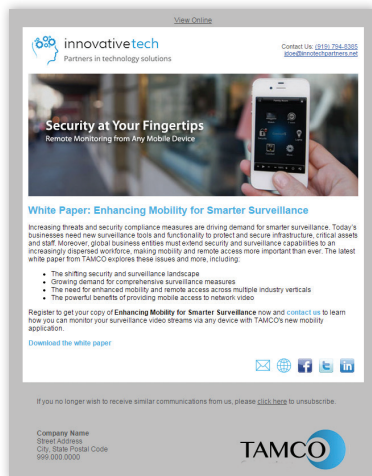
TPMA from Zift delivers more value by giving your partners the ability to easily launch multi-tactic co-branded marketing campaigns that deliver results. Help partners build sales pipeline and capture more revenue with turn-key execution of multi-touch campaigns leveraging a wider array of marketing 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 empower a more collaborative sales process.





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.



Turnkey email solutions that engage partners and deliver sales wins.

THROUGH PARTNER MARKETING AUTOMATION FROM ZIFT SOLUTIONS LETS YOU:

Select individual point solutions or access the full Zift Solutions TPMA suite to:

- 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-gen digital marketing tools and hands-on guidance partners need to turn prospects into customers.

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.

"With Zift, everything we need is all in one place and accessible with just a few clicks. It is well-designed, convenient and easy to understand. I can deploy and track the actual results of email campaigns all within a single platform."

Lisa Vega, Senior Marketing Manager,
pureIntegration
(Platinum HP Partner and
Premier McAfee Partner)

