



# OPTIMIZE SPEND & DELIVER REAL ROI WITH DIGITAL ADVERTISING



## DIGITAL ADVERTISING

- ▶ Automate search engine marketing, pay-per-click and ad retargeting
- ▶ Harness unmatched scalability across your global channel community
- ▶ Roll out professionally designed, pre-tested campaigns with high-value assets
- ▶ Overcome barriers, such as bidding, cost and complexity
- ▶ Eliminate cross-channel conflicts and reinforce brand messaging
- ▶ Easily measure results and create a roadmap for improvement

*"We've earned a 48 to 1 return on investment (ROI) with Zift's Digital Advertising capabilities, 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 (HPE Platinum Partner)**

Zift automates Digital Advertising, transforming what has long been an overly complex, time consuming and cost-prohibitive process and puts it in easy reach for channel programs of all sizes.

Zift puts an end to competitive bidding between suppliers and partners by empowering cross-channel campaign control and coordination which ensures maximum exposure for every campaign and reinforces brand messages. Using Zift's Digital Advertising, channel marketers can simplify paid search engine marketing (SEM) for both Google® and Bing®, and offer partners social pay-per-click (PPC) marketing opportunities through LinkedIn, allowing partners to combine display advertising with ad retargeting tactics. Channel marketers can start small with a few partners or scale easily across thousands of partners worldwide without the high costs or headaches typically associated with digital advertising.

## WHERE ART & SCIENCE MEET

Through Zift Digital Advertising, channel partners can order pre-approved, high-quality digital ad campaigns, including turnkey SEM, PPC and ad retargeting. Zift blends the art of digital campaign creation, including creative keywords, ad copy and landing pages, with the science of ad spend, bid strategy and quality scoring. Behind the scenes, powerful technology and machine learning optimize results, provide unprecedented control and deliver complete costs and results transparency.

The screenshot shows the 'Ad 3' configuration page in the Zift dashboard. It includes sections for 'Target Audience' (Company Size, Job Titles, Locations), 'Ad Preferences' (Display URL, Destination URL), and 'Schedule' (Day of week, Start Time, End Time).

*Partners can easily order digital ad campaigns for their target audience, industry, and location.*



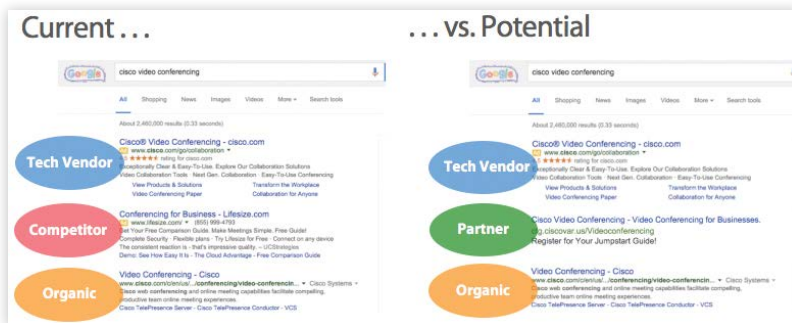
## ZIFT'S DIGITAL ADVERTISING HELPS YOU:

- **Deliver** optimized digital ad campaigns to channel partners that are professionally designed, pre-tested and come complete with high-value assets.
- **Simplify** what has traditionally been managed manually by partners themselves or with high-cost agencies.
- **Drive down costs** to half of what an agency would typically charge to do the same work.
- **Leverage unmatched scalability** across your channel community on a global scale.
- **Enhance visibility and control** to avoid cross-channel bidding conflicts and competition.
- **Optimize results** with real-time reporting and on-going bid optimization via machine learning.
- **Support an end-to-end marketing strategy** with full integration with Zift's channel marketing and management platform, including TPMA, Campaign Marketplace, Content Syndication, Social Media Syndication, Analytics and Lead Distribution Management.

## 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.

To learn more, visit [www.ziftsolutions.com](http://www.ziftsolutions.com)



Put an end to competitive bidding between suppliers and partners by empowering cross-channel campaign control and coordination.

## A FEW SIMPLE STEPS TO MAXIMUM ROI

With Zift's Digital Advertising, channel partners simply select the professionally designed campaign offered from their supplier, fill in a few specific details regarding their business, audience and where they would like to run their ads, and Zift automates ad placement and campaign execution. Built-in closed loop analytics and reporting deliver direct insight into campaign efficacy and ROI.

