

# Customized Collateral

**CONTROL YOUR BRAND WHILE GIVING PARTNERS FLEXIBILITY**

*Your channel partners need collateral to share with prospects and customers. The problem is so many partners struggle to find the time and expertise to produce quality collateral that is professional yet personal enough to attract people to your brand. Zift's **customized collateral** capability puts the power of your brand's collateral where it belongs — in your hands so it can be better in theirs.*

## KEY BENEFITS

### Customized Collateral

*Provide customizable collateral that can be modified by partners using a simple click and edit interface*

*Protect messaging and branding elements by locking or opening up specific areas of the creative*

*Organize collateral and control which partners can access it based on their profile*

*Reduce time and money associated with delivering co-branded collateral*

*Reinforce channel partner connection to supplier's brand*

*Build a stronger relationship between supplier and channel partner*

*Share collateral with prospects using unique trackable links*

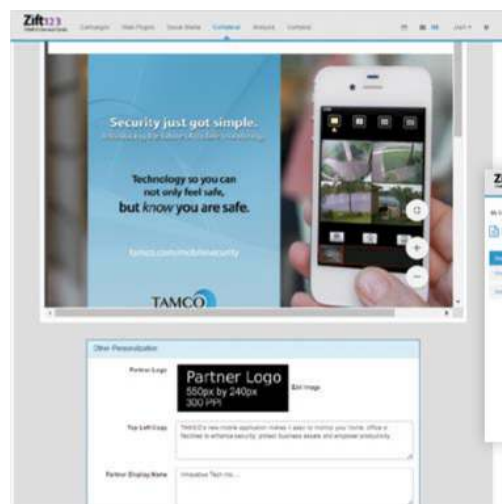
*Instantly publish collateral to social channels*



## Provide High-Quality Collateral To Your Partners

Increase your channel partner engagement and brand reach by providing fresh, customizable collateral that makes sharing marketing and sales materials a snap. Simply load editable PDF documents — such as data sheets, case studies and post cards — into Zift, and your channel partners can retrieve your ready made content and customize it with their their logo, contact details and other relevant information. Presenting a consistent and unified message to your mutual customers and prospects has never been easier.

Through Zift you can also provide your channel partners with the ability to customize their value proposition or edit to fit the targeted buyer, product, or industry. Additionally, channel partners can easily share customized collateral through social media and the web, using trackable URLs.



Partners can easily customize collateral to fit their specific needs.





## Customized Collateral from Zift Solutions Lets You:

**Simplify** the complexities of developing co-branded collateral

**Reduce costs** associated with delivering co-branded materials

**Filter content and collateral** relevant to individual channel partners

**Link printed pieces to online activities** with complete PURL (personalized URL) support

**Integrate and deliver** collateral along with other services to improve results (i.e. delivery to acquired lists)

*“Suppliers who share content via a portal are more strategically aligned with their channel partners, and less likely to cite issues with mindshare or product knowledge as barriers to growth.”*

— **“Manufacturers Collaborating with Channel Partners to Drive Faster Growth.”**  
*MAMI & Zift Solutions Study 2016*

| Print Media  | Persons  | Advertisers | Last Measured * | Downloads | Unique Downloads | Activation Date |
|--|----------|-------------|-----------------|-----------|------------------|-----------------|
| Print-Paper (vs. S&B)2015-Share-Team-Security (Base and) | 4        | 7           | Aug 26, 2015    | 17        | 15               | Jan 20, 2016    |
| Print-Paper (vs. S&B)2015-Share-Team-Security (Base and) | 1        | 1           | Mar 5, 2016     | 1         | 1                | Mar 22, 2016    |
| Print-Paper (vs. S&B)2015-Share-Team-Security (Base and) | 3        | 1           | Jan 8, 2016     | 7         | 5                | Jan 20, 2016    |
| <b>Totals (7)</b>  | <b>8</b> | <b>9</b>    |                 | <b>25</b> | <b>21</b>        |                 |



## See What's Working

Distributing collateral through the web or social media? Get instant visibility into how these assets are performing under the Analysis tab.



## 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).

