ZiftONE™

Content Syndication

OVERCOME CONTENT & VISIBILITY CHALLENGES

The demand for up-to-date website content that engages today's self-empowered buyers and nurtures current customers is relentless. Every channel partner feels the weight of that demand. Poor website content can be an immediate sales disqualifier and most partners simply don't have the resources or skills to keep their website current, particularly while supporting multiple suppliers. ZiftONE solves this problem by automatically delivering targeted content directly within partner websites using Content Syndication.

Lift The Content Burden & Boost Conversion Rates

This proven, modern marketing capability lifts the on-going content development burden quickly and with little effort. A one-time, easy installation process allows your partners to serve up sales-aligned content that dynamically adjusts to match prospect interests and online behavior. ZiftONE's Content Syndication engages end-users and boosts conversion rates by as much as 50 percent.

KEY BENEFITS

Content Syndication

Deliver highly-relevant content directly into partner websites

Boost conversion rates by 50%

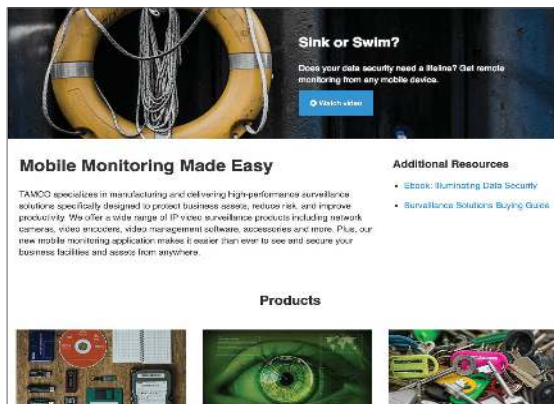*Automatically adjust content to match buyers' interests and online activities*

Extend your brand without losing consistency or control

Gain visibility into how your partner's are engaging with your content

Automatically deliver targeted, dynamic content through your partners' websites.

Include video, rotating banners and other calls-to-action to help partners generate leads.

Dynamic Content Syndication from Zift Solutions Helps You:

Support the needs of partners and modern buyers by automatically delivering targeted, engaging content directly into partner websites without limits on design, layout or content

Engage prospects and drive sales by dynamically adjusting content to match website visitor interests, online behavior and personal characteristics

Integrate dynamic content capabilities directly into the business applications your partners already rely on

Automate content management tasks and easily update content on partner panels via RSS feeds

Fuel multi-tactic marketing with direct content links within email and social media campaigns without the need to specify URLs

Empower flexibility and control by giving partners the ability to personalize and customize how content displays on their websites and easily manage and adhere to tracking regulations themselves

Maintain brand consistency across partner communities and retain control by choosing which content is managed by you or your partners

Enhance visibility with anonymous lead and company tracking as well as topic analysis to get an inside-look at prospect characteristics and interests

Simplify Search Engine Optimization (SEO) and avoid the potentially negative SEO impacts of iFrames as content is embedded on partner webpages

" *With Zift, we are able to easily push all of the Sage content and materials to our website, which saves us time when things change. The changes are done automatically, ensuring the content is current, and allowing us to focus on selling our products and services.* "

— **Mary Abdian**
CEO, Macabe Associates (Sage Partner)

A Clear View of Success

ZiftONE Content Syndication also provides the visibility and analytics you need to monitor website visits and see exactly how your content is consumed. Zift delivers deep data regarding partner use and visitors' online behavior, including deep data on overall traffic, individual views, clicks, on-site time, company and industry affiliations, topics of interest and more. Both you and your partners can always see what's happening, then adjust copy, images and assets to improve results.

Get Started Today

Zift Solutions is the Enterprise Channel Management leader, delivering the people, processes and technology organizations require to drive channel success. Zift boosts channel partner program productivity, and profitability by automating and aligning marketing, sales, and operational processes. The ZiftONE platform integrates seamlessly with established systems and infrastructure to speed time-to-sales, create an exceptional partner experience, and provide faster ROI.

Learn more at **www.ziftsolutions.com**.

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