

Developing effective marketing is complex and time consuming. All too often, channel partners start, then abandon activities, leaving available Market Development Funds (MDF) on the table due to a lack of resources, new ideas, visibility and proper campaign support. ZiftONE's Marketplace lets channel partners easily manage and use their MDF to access a wide variety of pre-approved marketing activities and customized campaigns developed and executed by professional marketing service agencies directly within the ZiftONE Platform.

KEY BENEFITS

Agency Marketplace

Deliver full- and self-service campaigns, designed and deployed by marketing pros

Easily manage and optimize MDF

Engage partners with new ideas and exciting, multi-tactic marketing options

Oversee channel partner and marketing service agencies activities

Negotiate better pricing for partners with approved agencies

Streamline Proof of Performance (POP)

Measure and maximize marketing ROI

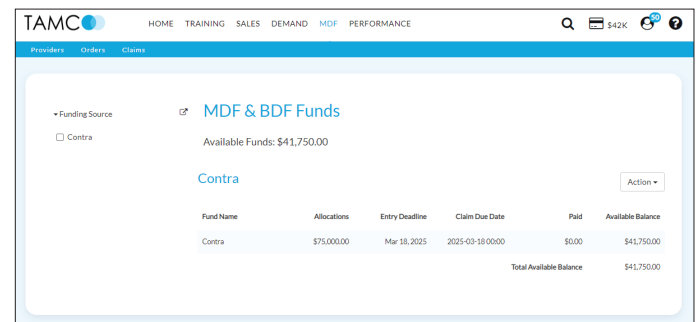
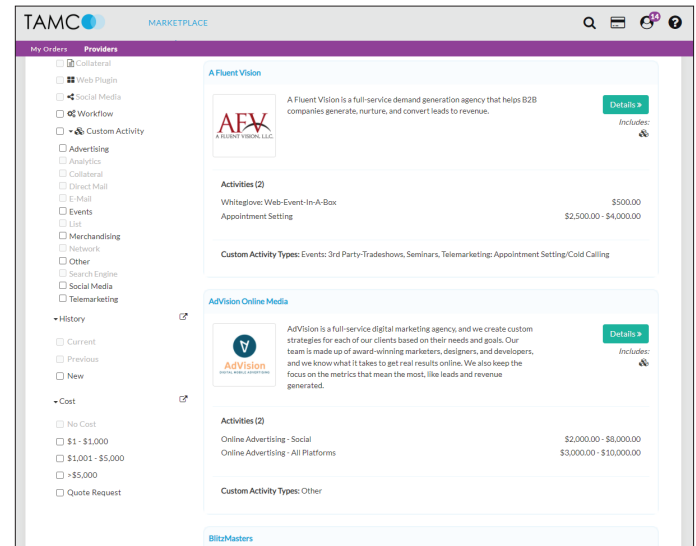
Marketplace

OPTIMIZE MARKET DEVELOPMENT FUNDS & CHANNEL PARTNER RESULTS



Extend The Power Of Your Partners

Marketplace extends Zift's industry-leading self-service marketing solutions for channel partners by connecting partners to pre-approved professional marketing service agencies and other providers, along with innovative tools to optimize the use of MDF.



Partners can reference a virtual wallet of MDF funds available when selecting offerings.





Marketplace with ZiftONE Lets You:

Drive partner engagement and adoption with pre-approved full- and self-service campaigns and proven, professional marketing support.

Close the loop on marketing investments and optimize MDF usage.

Enhance visibility and control of channel partner and Marketing Service activities from start to finish.

Track and achieve better results from varied marketing tactics, developed and deployed by proven marketing professionals.

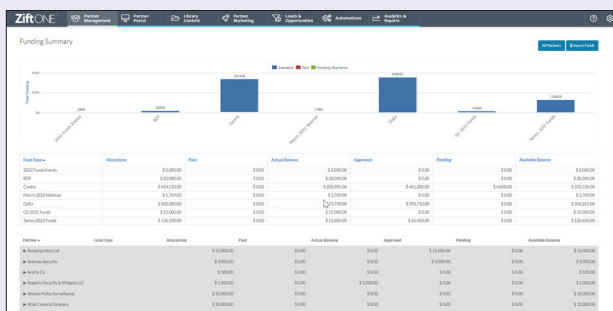
Empower collaborative and strategic planning between suppliers, partners and marketing service agencies.

Lower costs by negotiating MDF amounts and pricing for marketing activities between suppliers and partners as well as marketing service agencies for outsourced services.

Compare performance by campaign and agency to guide future investment decisions.

Integrate with your 3rd-party MDF provider to give your partners access to top agencies without switching systems

List pre-approved agencies with or without MDF to give you flexibility while still providing your partners best-in-class resources.



MDF Made Easy

Marketplace makes managing, allocating and using MDF easy. Along with professional marketing activities, suppliers can provide partners with MDF within ZiftONE's Marketplace via an MDF Funds Wallet. Partners can quickly review current MDF allocations, by funding type, and know exactly how much they have available to spend on marketing activities. Marketplace also lets you manage different types of MDF, negotiate pricing and even assign which type of funds channel partners can use on particular marketing campaigns.

Easily allocate and budget MDF for Partners, manage fund types and assign funds for particular marketing campaigns.



Why Zift Solutions?

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.

