

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

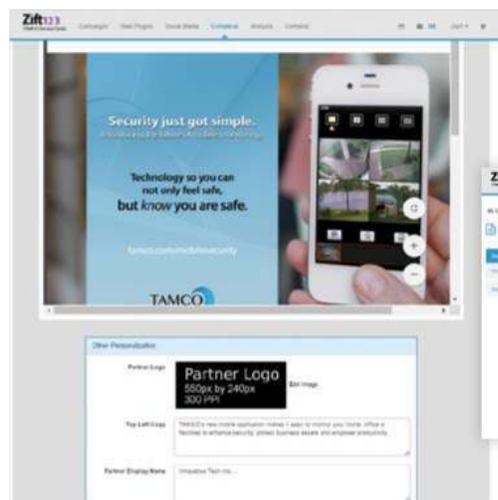
Instantly publish collateral to social channels



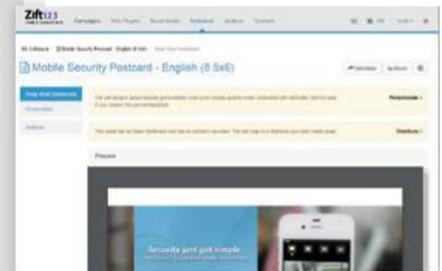
Provide High-Quality Collateral To Your Partners

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.”**
MAPI & Zift Solutions Study 2016

Print Media	Persons	Audiences	Last Meas'd	Downloads	Unique Downloads	Activation Date
Print-Paper (vs. TAMCO) Sales Team Security (Base and)	4	7	Aug 26, 2016	17	15	Jan 20, 2016
Print-Paper (vs. TAMCO) Sales Team Security - (Base and)	1	1	Mar 5, 2016	1	1	Mar 04, 2016
Print-Paper (vs. TAMCO) Mobile Security - (Base and)	3	1	Jan 8, 2016	7	5	Jan 28, 2016
Totals (7)	8	9		25	21	



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.

