

## Exactly what your resellers need for successful marketing – no matter their skill level

Your Marketing Development Fund (MDF) program can be one of your most powerful tools to encourage resellers to participate in productive marketing activities. But funds often go unused because resellers lack the time, marketing expertise and administrative resources to manage marketing programs effectively. When funds go unused, the time you spent on the program can be wasted, negatively impacting your investment.

With channelMarketplace from Vistex resellers are able to boost participation, making it easy for them to get involved by equipping them with the tools and assistance needed to be successful. channelMarketplace, and its storefront of configurable pre-packaged campaigns, empowers your resellers to plan and implement marketing campaigns that generate targeted leads. These affordable, easy-to-use programs are designed to support your Go-to-Market initiatives, and are managed by a designated marketing service agency, lowering your internal administration costs..

### Give resellers the right tools to succeed

Your partners will enjoy high-quality, agency-developed marketing packages with the convenience of using MDF funds to purchase them. channelMarketplace integrates with MDF, streamlining the administrative process with direct-deduct payments made to the supplier agency, and providing the agency with reported ROI information for the programs they manage.



### Program Benefits

- Provide resellers with a tailored user experience, including regional, multi-currency and multilingual functionality Easy access for partners through Single-Sign-On (SSO) from your partner portal
- Get the best value from each marketing dollar by viewing industry-leading supplier capabilities, campaign offerings, quality ratings and pricingManage multiple promotions simultaneously through a common interface
- Choose from several agencies for a variety of options – email marketing, events, SEO, social media campaigns and more
- Marketing suppliers provide closed-loop, post campaign measures for visibility into performance
- Packages can be funded by MDF/Co-op, credit card or both – minimizing administration
- e-commerce shop-and-order functionality allows partners to plan and implement co-marketing programs with ease
- Eliminate hurdles for partners by facilitating the entire process, including order management, fulfillment, billing and ROI reporting
- Supports eCommerce simplicity for a wide range of deliverables funded by promotional allowances, including: demo equipment, training or packaged consulting services
- Optional concierge service provides hands-on strategic assistance every step of the way

### Industry Packages

- Automotive
- Chemical
- Consumer Products
- Foodservice
- High Tech
- Industrial Manufacturing
- Life Sciences
- Mill Products
- Music, Media & Licensing
- Retail
- Telecommunications
- Wholesale Distribution

### Solution Sets

- Contracts
- Pricing
- Rebates
- Benefits
- Trade & Channel
- Rights & Royalties
- Performance Management
- Payment

### Services

- Program Strategy
- Analytics
- Implementation
- Post-Production Support
- Training
- Global Payments
- Program Delivery

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