



CLOSED LOOP LEAD DISTRIBUTION AND OPPORTUNITY REPORTING BETWEEN SUPPLIERS & CHANNEL PARTNERS

Partner lead distribution and tracking are significant issues for even the best channel organizations. Most often spreadsheets, emails, and phone calls are used to pass leads to partners - resulting in limited pipeline visibility, dropped leads, error prone measurement, and a lack of follow-up. These approaches result in lost opportunities and adversely impact channel revenue contribution.

PARTNER PORTALS CAUSE DISCONNECTS IN YOUR CHANNEL

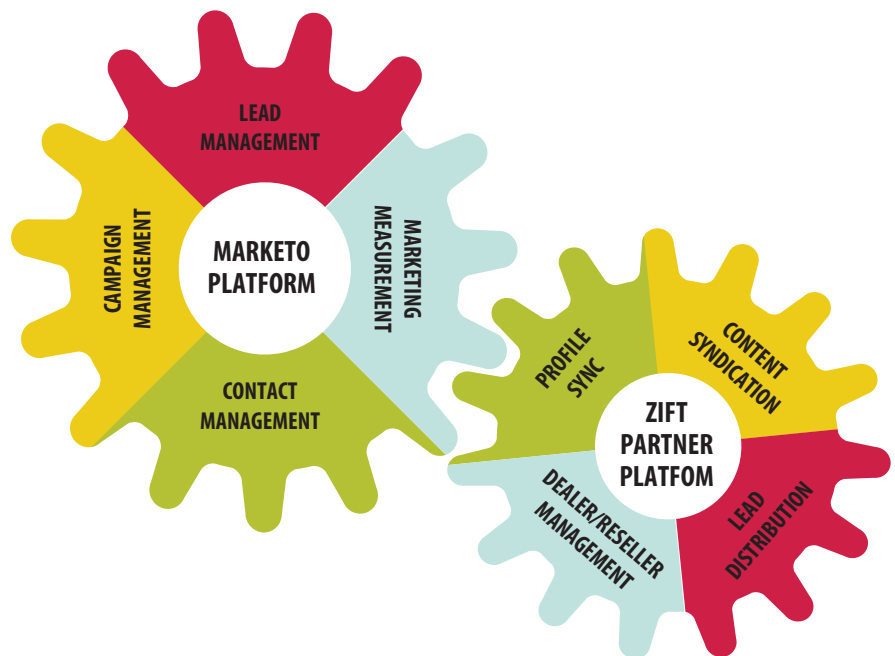
To solve the many manual steps in managing lead flow to channels, partner portals and deal registration solutions were developed. While a good idea in theory - in practice these systems have met with little success and are notoriously under-utilized due to slow lead flow to channels, lack of marketing touch detail, redundant work effort and confusing rules. Besides, what sales rep has time to login to yet another application environment to manage leads and opportunities outside of the one they have to work in already within their own company?

ZIFT CLOSES THE LOOP

With multiple ways to distribute leads to your partners' sales staff in the systems and places they work in every day, you'll see improved adoption, increased usage and transparent feedback almost immediately.

ZIFT AUTOMATES LEAD MANAGEMENT AND REPORTING BY:

- 1 Automatically routing leads to the appropriate channel partner using the approach that they specify including, email, Zift123 portal or direct CRM integration.
- 2 Relaying information to the supplier about lead status, including sales stage and pipeline data.
- 3 Providing analytics and dashboards for both the partner and supplier measuring lead status and associated channel opportunities.



- ▶ Lead Distribution is fully automated, ensuring your partners receive leads in a timely fashion
- ▶ It does not require additional effort or change in behavior from your partners, which encourages high levels of adoption
- ▶ Valuable profit data is passed with the leads, vastly improving the quality of the partners' follow-up
- ▶ Seamless integration with Marketo means no IT resources are required to connect corporate lead generation with channel lead distribution and management



AN INTEGRATED MARKETING SOLUTION

Zift and Marketo work together to provide automated rule-based lead distribution:

- Marketo lead scoring only sends qualified leads along with key qualification data to Zift to improve partner sales acceptance
- Zift distributes leads directly from Marketo to your partner network
- Zift maintains the partners' data privacy while pushing leads directly to the partner CRM
- Receives lead disposition from the Partners through Zift back to Marketo
- Receives reporting & analytics on lead acceptance linked to Marketo campaigns
- Zift analytics linking leads to opportunities providing true channel partner measurement and ROI

END-TO-END VISIBILITY OF SALES ACTIVITY

See how the leads you provided are converting to opportunities with pipeline data from your partners own CRM. You get immediate & valuable information including:

- Lead acceptance/rejection
- Reason for acceptance/rejection
- Follow-up activity
- Lead conversion to opportunity & status
- Revenue outlook

FLEXIBLE LEAD DISTRIBUTION OPTIONS – CRAWL, WALK, RUN

Accommodate any level of integration sophistication with different partners to get the biggest benefit including zero log-in options. Distribute leads via:

- Direct email – with accept/reject option
- Zift capture & distribution
- Full CRM integration

RICH LEAD DATA FOR CHANNEL PARTNERS

Leads distributed by Zift come complete with valuable information that provides the necessary context for effective follow-up, including:

- Contact information
- Campaign membership
- Marketing assets accessed
- Pages visited

MEASURE MARKETING IMPACT

Measure the impact of your campaigns so you can manage for success:

- Instant access to analytics on campaigns & partner success
- A dashboard with aggregate results
- Ability to drill down to the meaningful data needed for sales channel improvement

