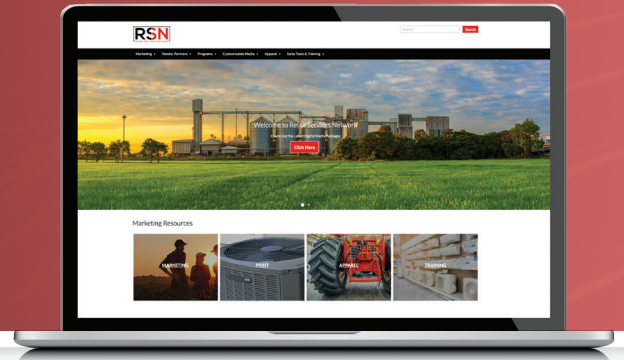


SHIFT

Communication Supply Chain Solutions™

Bridging the gap between integrated marketing & technology solutions, SHIFT provides brands and their distribution partners with a robust ecosystem of channel marketing tools and support services.



MARKETING AUTOMATION PLATFORM

A one-stop shop channel marketing ecosystem that enables your partners to easily find & access everything they need to deploy co-branded promotions and market your products effectively, driving preference for your brand over the competition.



ENHANCED E-COMMERCE

Offer orderable items for your employees and/or channel partners with enhanced e-commerce, which also allows you to leverage other key features like marketing programs and services.



DIGITAL ASSET MANAGEMENT

Platform hosts compliant materials such as brand guidelines, logos and pre-made advertisements that can be secured for access based on user groups such as corporate employees or retailer partners.



AD BUILDER

Allows channel partners to customize pre-defined portions of brand-compliant advertising templates, with an option to send for approval by a brand team.



LOCAL MARKETING AUTOMATION

Channel partners can enroll in marketing programs and/or purchase digital marketing campaigns that generate traffic, leads, and sales in local markets.



FUNDS MANAGEMENT

Channel partners can purchase branded advertising campaigns and services directly on the site with co-op, BDF/MDF and other types of funds and can submit claims for other approved vendors online.



ANALYTICS

Gain insight into the activities and behaviors of your channel partners and employees, which allows you to invest your marketing and funding dollars effectively.

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