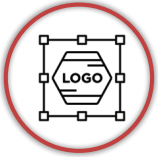
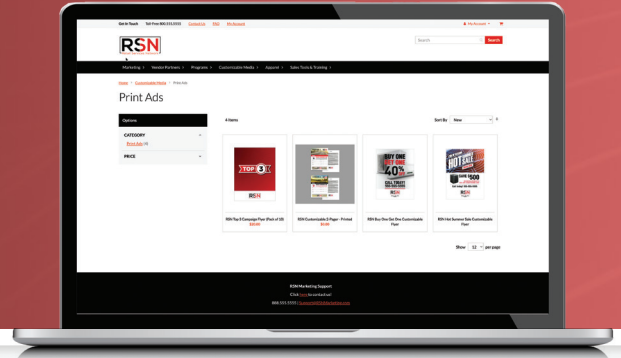


Bridging the gap between integrated marketing & technology solutions, SHIFT provides brands and their distribution partners with a robust ecosystem of channel marketing tools and support services.



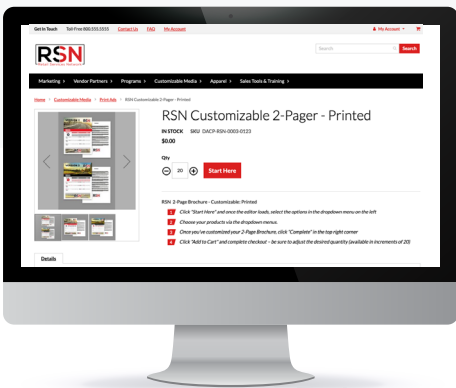
## AD BUILDER

The SHIFT Ad Builder tool allows marketing platform users to customize compliant advertising, promotional, and collateral templates, with an option to send for approval by a brand team. This tool allows brands to further leverage their brand assets while simplifying compliance, eliminating inconsistency, and improving time to market.

## FEATURES & BENEFITS

- **BRAND-COMPLIANT TEMPLATES** allow users to customize a variety of assets such as print and digital ads, direct mail, collateral, business cards, apparel/promotional items, etc.
- **PRE-DEFINED CUSTOMIZABLE PORTIONS** of the templates can be pre-populated with product photos & descriptions, brand logos and more.
- **OPTIONAL APPROVAL WORKFLOWS** allow internal stakeholders to review completed templates before users download or add to cart for production.

## HOW IT WORKS



1

SHIFT creates templates for customization.



2

Users select brand assets and input their own information.  
Optional: Sends for internal approval.



3

User downloads or purchases compliant materials.