

THE CHALLENGE OF CHANNEL DATA COLLECTION

Gathering data from dealers can be challenging for manufacturers – whether it's units purchased through a distributor or instant rebates claimed by consumers at the point of sale. SHIFT's suite of data-driven solutions bridges the channel ecosystem, connecting manufacturers, distributors, and retailers, enabling clients to get the most out of dealer and consumer incentive programs.



CHANNEL PROGRAM ENABLEMENT: HOW IT WORKS

SHIFT Solutions

simplify data collection and enhance downstream processes, making it easier for clients to track sales, reward performance and support marketing efforts.

- **COMMISSIONS**
 - Collect Sell-Out Data from Indirect Dealers
 - Calculate Commissions
 - Pay Indirect Dealers
- **INCENTIVES**
 - Collect Sell-Out Data from Eligible Dealers
 - Calculate Co-Op/Marketing Funds
 - Provide Data or Integrate Directly into Marketing Platform
- **PROMOTIONS**
 - Collect Instant Rebate Claims from Dealers
 - Calculate Reimbursements
 - Pay via Direct Deposit/On-Invoice Credits

SOLUTIONS CAN INCLUDE:

- Online platform
- Data collection (units sold, rebates claimed, etc.)
- Calculations (commissions, marketing funds, reimbursements)
- Upload of data to client FTP or integration into dealer marketing website
- Payment processing (on-invoice or direct deposit)
- Reporting
- Dealer support, including variable email communication with statements



EXPERIENCE MATTERS

For over 30 years, SHIFT has partnered with leading manufacturers to support independent dealers with programs, marketing materials and online portals.

REQUEST A DEMO TODAY TODAY!

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