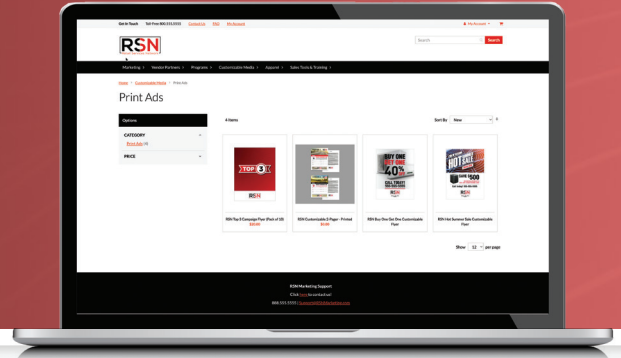


SHIFT is a channel marketing agency that connects manufacturers, distributors, retailers and consumers by optimizing communication, aligning incentives and driving sales at the local level.



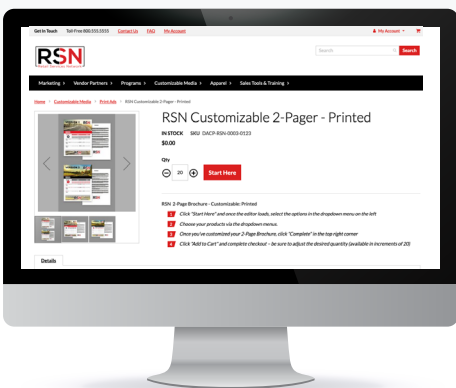
AD BUILDER

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.