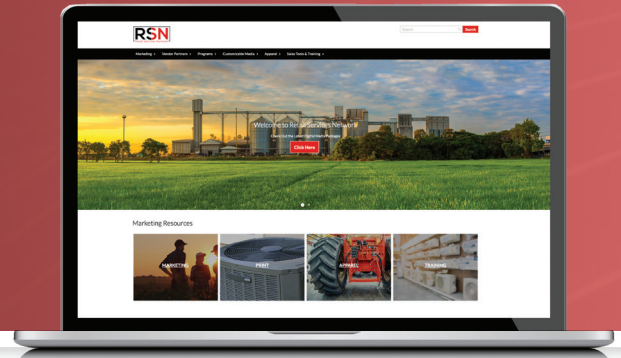


# SHIFT

Communication Supply Chain Solutions™

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.



## 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 and product collateral 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, chargebacks, programs with configurable rules, and other types of funds and can submit claims for other approved vendors online.



### INCENTIVE PROGRAMS

End-to-end management of B2B and B2B2C channel incentives that simplify complex programs via one central system.



### DATA DASHBOARDS

Visually display data that provides insight and motivation to exceed sales and performance goals.



### 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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