

## 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
- Business Intelligence (BI) Dashboard / Data Visualization
- 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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