

5 WAYS

to improve and personalize your distribution channel marketing using rewards

1 Training Rewards

Keep your channel partners educated and empowered to sell your partners by rewarding them for completing training.

Reward channel partners for:

- Earning certifications
- Completing training courses
- Attending webinars
- Passing quizzes
- Answering daily trivia

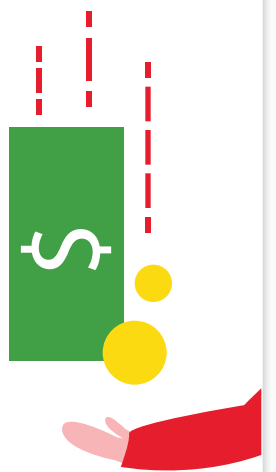


2 Rebates for end-user info

Attach rebate opportunities to your products so end-users can earn rewards for submitting their information.

Require end-users to submit information for rebates such as:

- Contact info
- Age, gender, marital status
- Lifestyle information (hobbies, interests, etc)
- Product knowledge and concerns
- Communication preferences



3 Rewards for extra sales data

Provide a sales claims upload and verification function so channel partners can quickly submit sales documentation in exchange for rewards.

Reward channel partners for submitting:

- Receipts
- Invoices
- Warranty registrations
- Aftermarket appointments

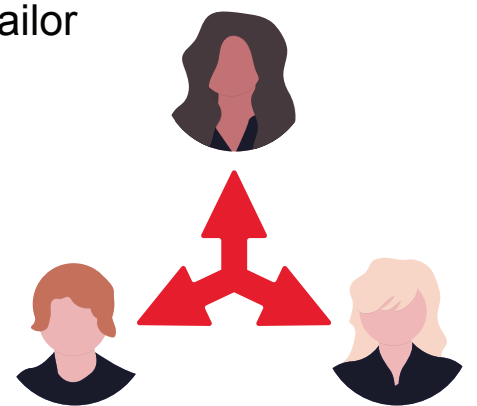


4 Segmented sales promotions

Segment your channel partners into different groups to tailor each sales promotions' goals, qualifications, or duration.

Segment channel partners according to:

- Region
- Organization
- Verticals
- Performance levels
- Partner type (dealer, contractor, etc.)



5 Reward activity & engagement analytics

Access reward program dashboards and analytics to assess the results of your program activity.

Analyze your reward program participants activities, such as:

- Logins
- Reward redemption activity
- Email click and open rates
- Program engagement levels

