

Channel Marketing Automation

Maximized Effectiveness for Channel Partners

Channel marketing can drive revenue growth for brand owners and channel partners alike. However, partners rarely have the time, skills and resources to create marketing content, engage on social networks or initiate, run and measure campaigns whilst maintaining the vendor's brand integrity. E2open Channel Marketing Automation equips companies with the tools and services partners need to easily create, publish and support brand-compliant marketing content and resources.

Many channel partners have fewer than two people to support their marketing efforts across all the brands they carry. In many cases, these people are not marketing specialists either. With stretched and unskilled personnel, all too often, partners choose ill-advised marketing activities or release marketing content that conflicts with the guidelines and image of the company's brand. Despite best intentions, such actions often lead to the channel failing to reach its full potential.

E2open Channel Marketing Automation provides brand owners with a centralized place in the cloud to support the marketing efforts of all their partners. They can have confidence their channel will protect and amplify their brand with a solution that empowers users to easily create, publish and manage a variety of content, campaigns, events, posts and resources for increased lead generation and sales.

Broader Reach, Better Visibility, More Customers

E2open Channel Marketing Automation provides comprehensive features to help companies reach new audiences and boost sales through channel partners.

Key Features

- Brands can easily manage and create campaigns, and provide a repository of curated assets for partners, to ensure communication to prospects complies with the brand's image and message
- Channel partners can customize campaigns and assets, and personalize their approach to driving new business to achieve the right balance between their own capabilities and brand consistency
- Partners can benefit from a marketplace of proven services that are easy to request and consume to generate awareness, increase demand, and improve pipeline
- Brands and partners can track locations, registrations and participation to improve the execution of marketing events and drive better outcomes
- Brand owner marketing teams get rich reporting and dashboards to analyze the effectiveness of the campaigns and various marketing activities and direct their focus on what works
- Users from partner organization and brands alike enjoy the intuitive front end and extensive feature tours which encourage adoption and empower them to use the application to its full potential

Key Benefits

- Improves the quality and consistency of all partner-driven marketing efforts
- Reduces time-to-market for through-partner marketing campaigns
- Improves market development fund (MDF) utilization to generate demand in the channel
- Helps brand owners guide their channel partners' marketing investments
- Increases partners' engagement, strengthening the brand's competitive position with partners
- Helps brand owners better predict their return rate on channel marketing investments

Digital Marketing Campaigns and Social Content

Partners get instant access to high-quality campaign materials they can easily co-brand or share and syndicate on their websites. They can also manage the campaigns and track the leads generated. Social content publishing empowers partners to edit, share, promote and manage the distribution schedules of their social posts through a set of easy-to-use tools. With full control over what partners can customize, brand owners safeguard their brand image and message throughout all partner-executed digital marketing activities.

Templates and Workflows to Manage Events

Pre-built templates with automated email workflows empower users to run successful marketing events. Features include fully planned events, webcast registration services, in-person event registration services, social sharing and webcast replays.

Resource Center for Marketing Materials

A content repository provides all the sales and marketing materials partners need, including co-brandable PDF files, an image library and a video library for users to leverage in their campaigns. Users can quickly find the right materials, add custom tagging and access content promotion tools.

Services Marketplace

Partners can find and engage service providers endorsed by e2open or agencies vetted by the brand owner. The marketplace lists qualified vendors for anything from tradeshow booths to contact lists and telemarketing support all in one place.

Screening and Targeting Services

Artificial intelligence algorithms improve contact screening, email deliverability and contact enrichment to determine buying intent. Partners can create focused, high-quality target lists to market and sell more effectively.

Partner Locator to Encourage Collaboration

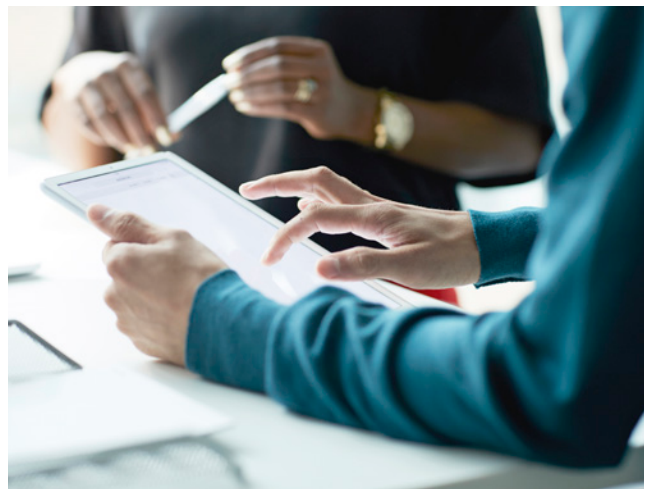
A partner locator capability allows partners to find and engage other organizations in the brand's network based of various criteria: location, specialism, certifications. This tightens the brand's partner ecosystem and helps partners create more complete and compelling value propositions and offers for their targets.

Robust Analytics and Reports

Reports about access, activity and usage reveal whether the partners find the resources and the marketplace services useful and help brand owners understand the performance of their partner marketing programs. By tracking the partner pipeline activity and the status and aging of leads, brand owners can take steps to improve the effectiveness of their marketing support for the channel.

Concierge Services to Support Partners

Dedicated specialists at e2open help channel partners understand how to get the most out of the programs, tools and resources brand owners are offering. They recommend services, maintain contact with agencies and service providers, notify partners of new resources or expiring funds and continually support partners to ensure they are successful.





With simple workflows, comprehensive resources and expert services, brand owners help their channel partners reach more customers quickly, effortlessly and consistently

About e2open

E2open is the connected supply chain software platform that enables the world's largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 400,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 12 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably. Moving as One™. Visit www.e2open.com.

E2open, the e2open logo, and Moving as one.™ are registered trademarks of e2open, LLC, or its affiliates. All other trademarks, registered trademarks and servicemarks are the property of their respective owners.