



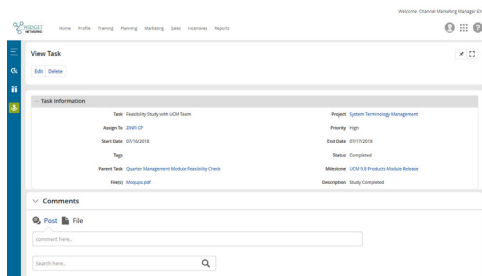
Communicate To Partners Management

The Partner Communication Management module of ZINFI's UCM platform provides a set of integrated tactics—e.g., search, social, web syndication, email, event, microsites and landing pages—that can be configured for both “market to” and “market through” activities.

“Market to” and “Market through” Campaigns

By leveraging available integrated tactics, an organization can provide information to partners through various social channels as well as outbound email campaigns to drive traffic to partner-facing microsites, landing pages and event registration pages.

Administrators and channel marketing managers can easily set up both “market to” and “market through” campaigns with ZINFI's easy-to-use content management system.

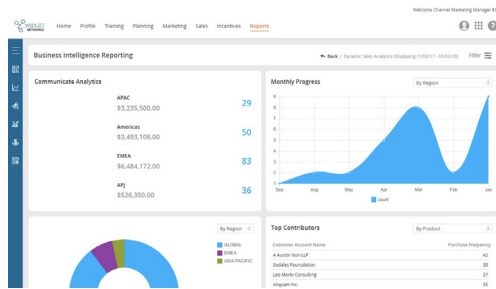


Key Features Include:

- ✓ Integrated campaigns for partners
- ✓ Asset sharing capability with partners
- ✓ Content sharing with Partners

Analytics that Communicate

ZINFI's Edison provides you with a holistic view of how your partners are communicating with each other and within their teams. The report metrics show a detailed view of the communication that happened in-between groups and individuals. With this advanced report you can choose among a number of filters, including date ranges, country, language, campaign type, campaign name, partner type, partner tier and more. The report provides counts of emails sent across. It also shows top campaigns and accounts where most communication is happening. These are just a few of the metrics that you can follow via report filtering options.



Key Features Includes:

- ✓ Real-time analytics
- ✓ Deep insight
- ✓ Filtering ability

AMERICAS
sales.noram@zinfitech.com
 6200 Stoneridge Mall Road, Suite 300
 Pleasanton, CA 94588
 United States of America

EUROPE, MIDDLE EAST AND AFRICA
sales.emea@zinfitech.com
 Davidson House
 Forbury Square, Reading
 RG1 3EU, United Kingdom

ASIA PACIFIC
sales.apj@zinfitech.com
 3 Temasek Avenue
 #21-00 Centennial Tower
 Singapore 039190

Please visit www.zinfi.com/contact-us to see the locations and contact information of our other global offices.

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