

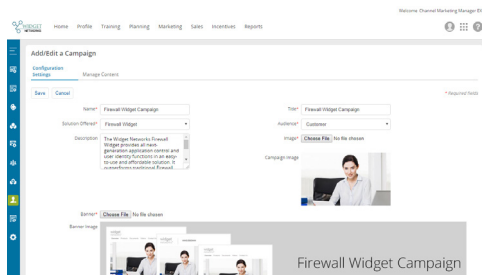
Campaign Library Management

The Campaign Library Management module of ZINFI's partner marketing management (PMM) platform allows your organization to set up diverse content and a variety of campaign tactics so that channel partners can run single-touch or multi-touch co-branded campaigns using a SMART campaign flow.

Campaign Addition

Our Campaign Library Management module enables your organization to set up new marketing campaigns for your channel partners and quickly edit existing campaigns. You can use the module to associate various marketing tactics like email, microsite, event, web syndication, search and social with specific campaigns.

The Campaign Library Management module simplifies the process of adding new campaigns and allows you to categorize them using a variety of parameters, including business line, campaign type and quarter validity.



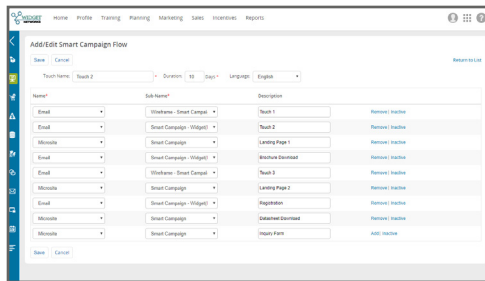
Key Features

- ✓ Campaign Setup & Management
- ✓ Campaign Tactics Association
- ✓ Campaign Quarter Association

Campaign Smart Flow Management

It's easy for your organization to define the flow of a campaign using the Campaign Library Management module. For example, you can create a multi-touch drip campaign with pre-configured tactics and assets, and then your channel partners can easily customize the campaign for use in various marketing activities.

The Campaign Library Management module allows you to create multiple flows within a specific campaign using a combination of tactics and assets. Partners can then select the specific tactics and assets that best match their business requirements. You can also define the duration of each flow for the system to ensure campaigns are completed within the defined time frame after the launch of the first tactic.



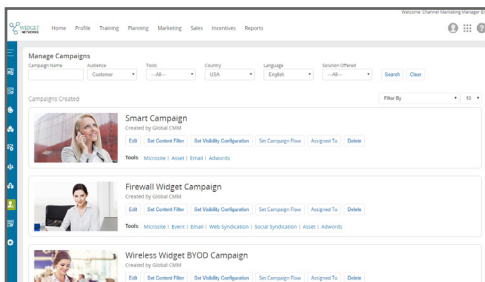
Key Features

- ✓ Smart Campaign Flow Setup & Management
- ✓ Campaign Flow Duration Management
- ✓ Multilingual Asset Association

Campaign Management

The Campaign Library Management module enables your organization to configure campaign accessibility via user group association, thus managing the visibility of campaigns across your entire multi-level partner ecosystem.

This module also enables your organization to simplify the complexity inherent in a multilingual partner network by setting up localized campaigns in the platform. The Campaign Library Management module has a country-language management feature that allows you to distribute language-specific campaigns to different partners based on their location. This ensures that users are able to view and deploy campaigns in their local language.



Key Features

- ✓ Campaign Visibility Management
- ✓ Country-Language Management
- ✓ Group Association

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