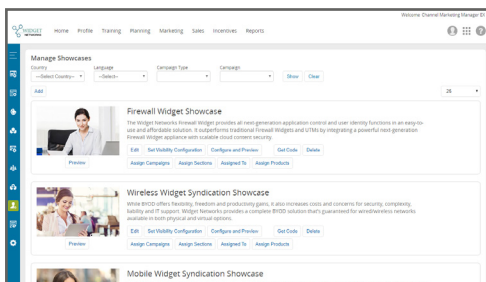# Web Syndication Management

The Web Syndication Management module of ZINFI's partner marketing management (PMM) platform enables your organization to distribute product and solution web showcases via channel partners' websites. Web syndication is an important way to amplify your organization's reach and lead generation through a distributed channel partner network.

Showcase Management

The Web Syndication Management module enables your organization to manage content made available to your target audience via your partners' websites using our showcase management functionality. You can quickly make showcases accessible to select partners based on their geographic location and preferred languages.

Using these Web Syndication Management tools, your channel partners can easily edit and customize the existing content of preconfigured showcases in accordance with their unique business requirements. Customization is a matter of simple code-pasting, which makes it easy for your channel partners to make changes and encourages more participation among channel partners.
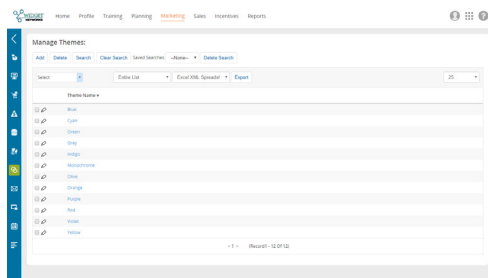

Key Features

- ✔ Showcase Setup & Management
- ✔ Showcase Access Management
- ✔ Showcase Language Management

Theme Management

Your organization can easily design multiple themes for the product showcases using our Web Syndication Management module. Channel partners can choose the theme which best aligns with their website branding without having to make any changes to the content.

The Web Syndication Management module is also a good tool for your organization to use to encourage the use of web syndication by channel partners as one of their key marketing tactics. Effective syndication can create increased awareness of your products, generate leads for partners using their own website and help them build a sales pipeline for deal conversion.
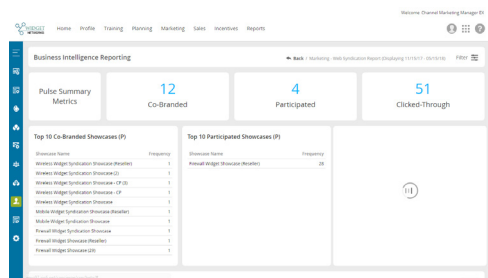

Key Features

✔ Theme File Upload & Setup
✔ Theme File Edit & Management

Campaign Performance Management

ZINFI's Web Syndication Management module allows your organization to manage the performance of campaigns executed by each partner based on real-time analytics, giving you deep insight into what's working well and what needs improvement.

Web Syndication Management also enables channel partners to keep track of the assets viewed or downloaded for their website as well as the leads generated from the syndicated product showcases. This information helps partners prioritize their follow-up activities with prospective buyers.

Key Features

✔ Asset Download Tracking
✔ Lead Capture Notification

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