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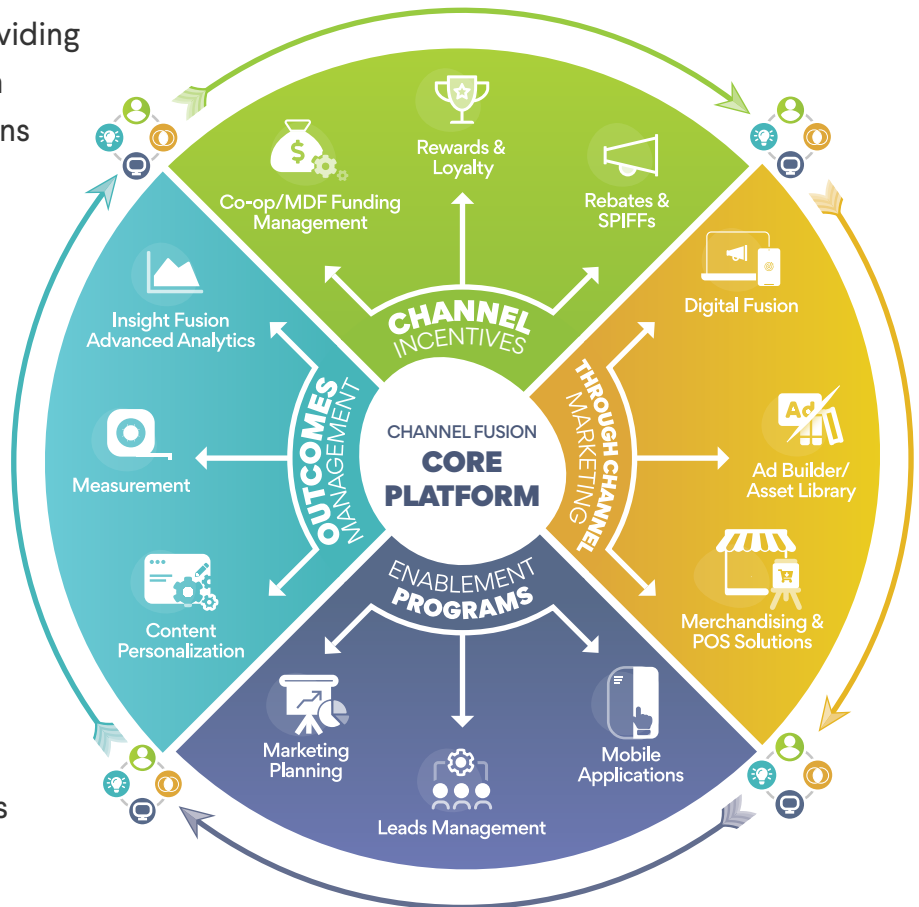
Channel Marketing Programs and Solutions for Brands and Their Channel Partners

A comprehensive channel marketing offering

For 20 years, Channel Fusion has been providing brands and their distribution partners with comprehensive channel marketing solutions and industry expertise.

The Channel Fusion Ecosystem of technologies, programs and services is flexible and scalable to meet the current and future requirements of channel marketers. Our configurable technologies are supported by best-in-class support services.

From customer rebates and sales performance incentives to co-op and market development fund solutions, management and support, our team becomes an extension of a manufacturer's channel marketing team.



Channel programs designed and built based on outcomes

We take the time to understand a brand's desired channel marketing outcomes and ensure the programs we develop and deploy are designed to our client's needs instead of fitting them into a predefined solution.

A great place to start is understanding how customer rebate programs, SPIFFs and co-op/market development funds for dealers can help drive desired strategy, customer experience and return on investment outcomes.

Bringing your rebate, SPIFF, co-op/MDF and reward program elements to life with the Channel Fusion Ecosystem

Rewards & Loyalty

Drive desired outcomes with our adaptable reward and loyalty programs. Our flexible reimbursement methods include dollars and points that can be redeemed in multiple ways.

Rebates & SPIFFs

Our SPIFFs support a brand's channel partner revenue objectives and simplified rebates are easy for consumers to redeem.

Co-op/MDF Funding Management

Support partner engagement, compliance and drive spend effectiveness with our funding management solutions that are designed to a brand's channel marketing program requirements.



The Channel Fusion Outcomes Blueprint

The Outcomes Blueprint helps establish a comprehensive understanding and corresponding roadmap of what strategy, customer experience and return on investment outcomes you would like to achieve with your channel marketing program.

Each client engagement starts with an Outcomes Meeting and the findings of that meeting help establish the Outcomes Blueprint and corresponding Outcomes Scorecard, a tool to measure and report the success of your channel program.

Contact David Lenzen to learn more about how Channel Fusion can help deliver your desired outcomes