



David Lenzen

Director, Sales & Marketing

@ dlenzen@channel-fusion.com

+1 319-294-8237

www.channel-fusion.com

Channel Marketing Programs and Solutions for Brands and Their Channel Partners

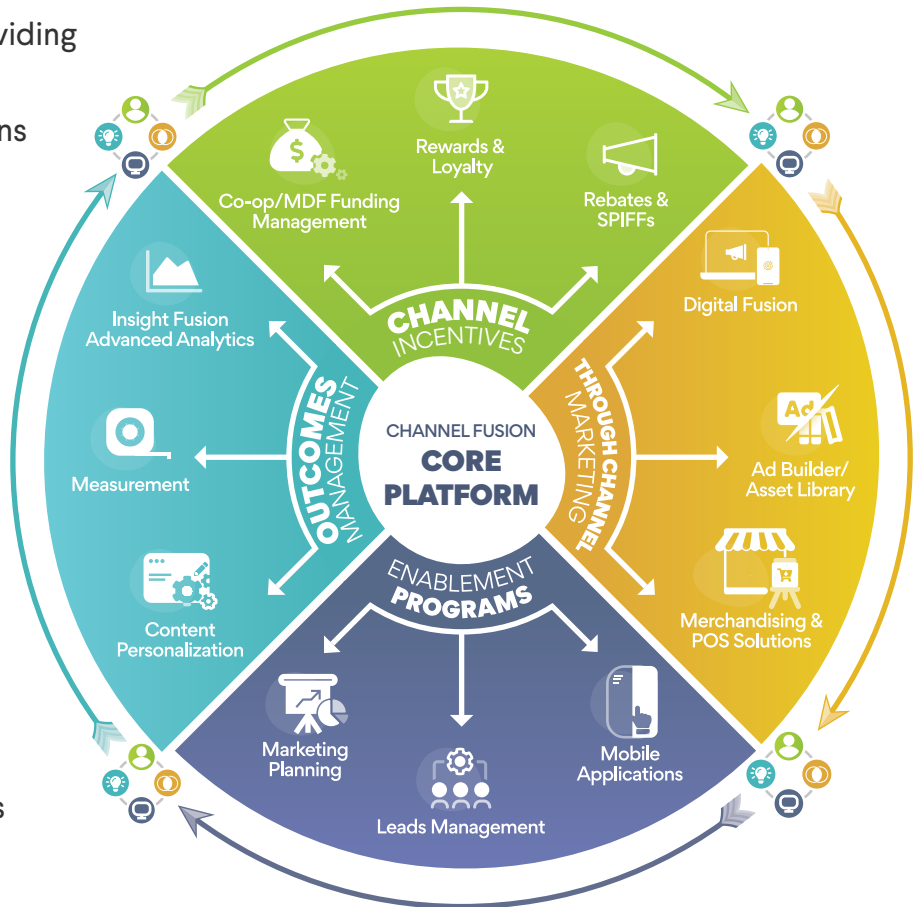
Delivering Your Desired Outcomes

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.

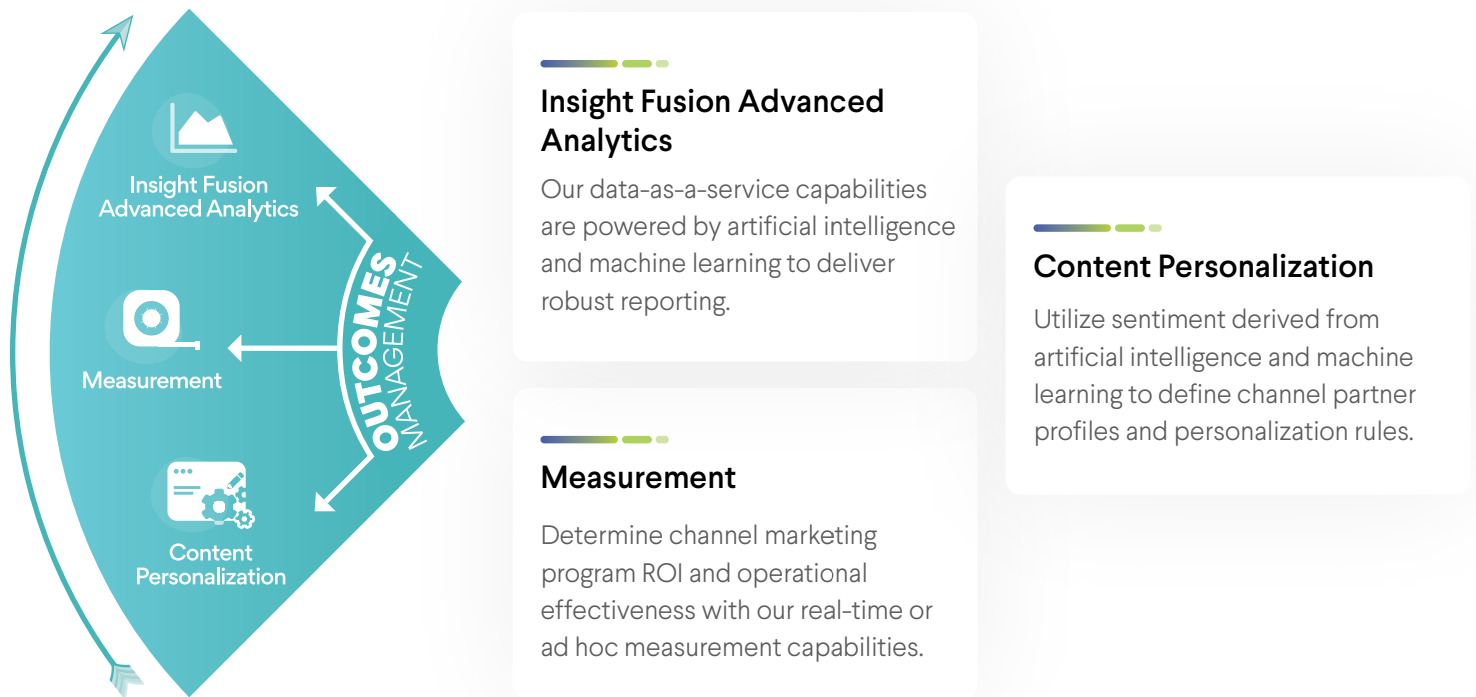


Channel programs designed and built based on outcomes

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 Insight Fusion advanced analytics, content personalization and measurement can help drive a brand's desired strategy, customer experience and return on investment outcomes.

Bringing your content personalization, measurement and Insight Fusion Advanced Analytics to life with the Channel Fusion Ecosystem



The Channel Fusion Outcomes Blueprint

The Outcomes Blueprint helps establish a comprehensive understanding and corresponding road-map 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