

TCMA Demand Generation Center

Bring More Demand Directly to Your Partners



Be SMARTER, Be More Automated, Be More Scalable

Today's TCMA solutions don't work for most partners. Partners lack the resources to use or take advantage of valuable TCMA marketing tools. The Impartner TCMA Demand Generation Center is a powerful way for your partners to amplify and promote your marketing message. Our smart TCMA tools make it easier, more automated and more scalable for you to do the work for your partners.

One Stop for All TCMA Tools

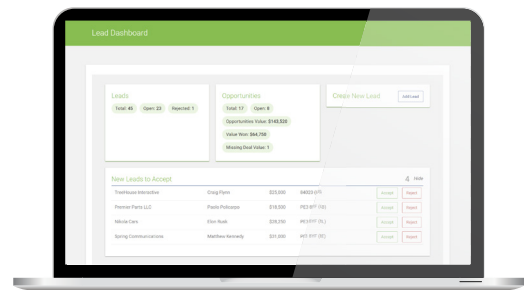
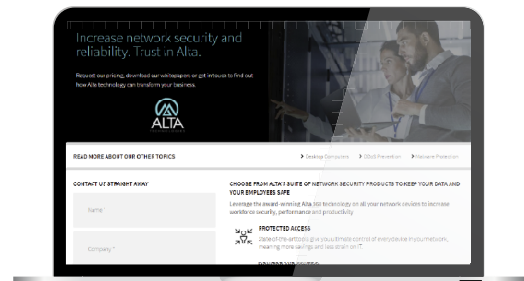
We make it easy for you to operate your Impartner TCMA Demand Generation from one, easy-to-use control panel. In a single pane of glass, you or your partners can see and use all the campaign elements you've created — emails, social posts and syndicable assets — and quickly and easily launch campaigns.

Impartner SMARTlink Technology

Partners want one thing from vendors: demand. They want leads. Delivered directly to their digital door. On a silver platter. No problem. Impartner's fully automated deep linking technology makes it easy for you and your partners to enable integrated multi-touch campaigns to drive traffic from email, social and Google ads to any specific campaign landing pages on a partner website — without any partner effort.

Key Features:

- **Showcase Syndication** — manage one dynamic microsite for your business, complete with lead generation, that partners can syndicate on their domain or use as campaign landing pages.
- **Email Campaigns** — automatically co-branded for each partner while protecting your branding, making execution quick and simple.
- **Social Syndication** — SMARTlink technology directs each call to action to the relevant Showcase page that belongs to the partner whose post generated the demand.
- **Promotion Syndication** — topic-specific banner ad pointing to the related Showcase page that is tied to a marketing program, such as a new product promotion.
- **Sales Resource Center** — help your sales teams increase their conversion rate offline by constantly providing them with updated tools, content and collateral.
- **Lead Management: A Partner CRM** — gives your partners the ability to manage all the leads generated within the TCMA system via our simple "Partner CRM" solution.
- **Google 360 Measurement** — our reporting is powered by Google 360 to give you views of every key metric you can imagine with out-of-the-box options along with the ability to create custom reports.



About Impartner

With over two decades of experience in accelerating indirect sales, Impartner delivers the industry's most complete channel management platform, helping companies worldwide manage their partner relationships and accelerate revenue and profitability through indirect sales channels. The largest pure-play PRM vendor in the world, Impartner provides the industry's only out-of-the-box solution that can deploy an enterprise-class Partner Portal in as few as 14 days, using the company's highly engineered, multi-award winning, Velocity™ onboarding process.

Find Out More

We'd love to show you more about how Impartner PRM can accelerate your channel. [Request a Demo today!](#)