

MDF

Impartner MDF offers a completely turnkey, integrated process for managing Marketing Development Funds (MDF) and Co-operative Marketing Funds



Amplify Your Marketing Reach – Minimize the Effort

Without the right tools, cooperatively marketing with your channel partners can be a time consuming task with mountains of paperwork, all requiring submissions, approvals, routing, and signing. It's enough to wear you out.

Impartner MDF offers a completely integrated process for managing Market Development Funds and Co-operative Market Funds. With this simple process:

1 **Funds are accrued automatically within your PRM tool.**

MDF (typically an optional expense) and Co-op funds (typically a contractual obligation) can be managed separately.

2 **Partners apply for funds right in your Partner Portal,**

You receive notifications and review the request from within your CRM – the interface your channel team is currently using to manage their channel accounts.

3 **When approved, the partner receives approval notification and can begin executing.**

When payment time comes, partners upload invoices and proof of Performance (POP) within the portal so there is no more paper shuffling. Completed payment requests are routed to finance with all the information needed to audit performance and process payments quickly.

Impartner MDF makes it easier to manage your funds

- All of the tasks associated with MDF and Co-op Funds are centralized into a single point of control.
- Partners can submit MDF and Co-op proposals right in your Partner Portal.
- Your channel marketing team receives immediate notification and can review the request from inside your CRM.
- Your partner is kept up to date with notifications at each step so they know where the process stands and can begin executing as soon as possible.
- When the event is complete, partners can upload invoices and proof of performance (POP) inside the portal.
- ImpartnerChannel Flow sends automated notifications of approvals and payment statuses to both your channel marketing team and to your partners.

Request #	Activity Name	Status	Ac	Approved	\$10,000.00	\$5,000.00
0000064	Tradeshaw SFO	Approved	\$10,000.00	\$5,000.00		
000006	Summer Seminar	Approved	\$35,000.00	\$18,000.00	\$17,000.00	
0000071	Autumn Tradeshaw	Pending	\$12,000.00	\$9,500.00	\$11,000.00	

Fund Claims by \$ by Status CFY

Sum of Claim Amount (Thousands)

Status	Amount
Paid	53.1
Open	64.71
Approved for Payment	8

Find out more!

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