IMPARTNER

Co-Branded Collateral

Enable partners to market your published content with their logo—all while keeping the integrity of your brand

Extend your marketing reach to the channel and beyond

Automated co-branded collateral is especially effective for partners who do not have marketing teams of their own. Partners are empowered to utilize your published content with their logo and contact information, all readily-available in just a few clicks.

Partners can simply visit the partner portal, upload their logo and contact information, and have the system automatically produce co-branded, professional quality artwork to use as leave-behinds, datasheets, product brochures, competitive guides, web banners and more.

At Impartner, we know it's just as important to make it easy for you to make content partner-ready. Our AutoSense technology instantly scans and detects images and text in collateral materials. In minutes, collateral is ready to be customizable, removing dependence on professional service teams, running up timelines and expenses, and causing vendors to limit the collateral they provide.

Key Features:

- Easily create co-branding templates for PDF documents within the Asset Library UI
- Partners can create their own co-branded assets within minutes—while protecting your brand
- Partners may filter documents in Asset Library to view co-brandable collateral
- Multiple co-branded versions may be saved by each partner user, per asset

How It Works:
Using our UI-based tools within Impartner PRM, you may setup co-branding templates for all PDF files. Draw the exact size and location boundaries of logo, image or text areas. When the partners access the co-brand enabled file, they will only be able to edit the document to the extent that you have allowed. Partners are easily able to upload their logo or image and resize within the boundaries that you've set. Momentum scripting is enabled to auto-fill text within the asset of the partner's profile data.

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!