

# TCMA Demand Generation Center

*Bring More Demand Directly to Your Partners*

*At last, a demand automation solution that your partners will actually adopt.*

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 with a simplified approach. Our smart TCMA tools make it easier, more automated and more scalable for you to do the work for your partners, including the long tail of your partner network.

## Why Vendors Love Our TCMA

Impartner's TCMA Demand Generation Center was born from the industry's two top channel marketing and enablement SaaS software solutions, Impartner and TIE Kinetix, to address the dirty little secret of other TCMA solutions — partner adoption has been low, VERY low. The result is the world's SMARTest, most automated and most scalable TCMA engine that accelerates every step of the marketing lifecycle for vendors, partners, and buyers. As the vendor, you have full, automated control of your brand from a centralized location as you syndicate your dynamic Showcases, which are lead generation microsites, and drive traffic to them via email and social campaigns launched through your partners via a simple opt-in. With a principal focus on an optimized partner experience to drive adoption, you will love the extra market reach through the long tail of your channel. And thanks to our SMARTlink technology, you will optimize the amount of demand that your partners generate.

## 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.
- **Content Center** — full digital asset management embedded into your marketing portal to easily distribute segmented co-brandable assets to your partners.
- **Lead Management** — gives your partners the ability to manage all the leads generated within the TCMA system via our simple dashboard.
- **Journey Orchestration** — configurable and trackable journeys to guide your partners through the onboarding experience to get them up and running as quickly and easily as possible.
- **Training & Certification** — out-of-the-box training course to introduce your partners to the solution and the content available to them. You can also create additional training courses for your partners with this easy, self-service tool.

## About Impartner

Impartner is the fastest-growing, most award-winning provider of channel management technologies, including its flagship Partner Relationship Management (PRM) and Through Channel Marketing Automation (TCMA) solutions, which help companies worldwide manage their partner relationships, drive demand through partners and accelerate revenue and profitability through indirect sales channels.

## Find Out More

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

