

NSI Marketing Services Offers The Total Channel Solution

You have heard it called many different names: Promotional Allowance, Co-op Reimbursement, Trade Promotion, or Market Development Funds.

Maybe Digital Marketing Resource, Digital Asset Management, or Demand Generation Programs also sound familiar. Despite the differing titles these channel marketing solutions all mean one thing for you—better business.

Take these issues into consideration:

- How much time and money is lost using multiple vendors, each providing a different service for your company?
- Is it possible to simplify communication throughout your business channel thus leading to increased partner satisfaction?



Let NSI Marketing Services Be Your One-Stop Solution Shop

Realizing that your channel marketing needs are critical to business success, NSI has fully integrated its Digital Marketing Resources and Trade Promotion Co-op Management into a single, enhanced service. This integration benefits you by:

- Increasing fund utilization resulting in improved sales
- Providing enhanced client support from live account teams
- Creating a single website for program interface and reporting
- Simplifying the claim and reimbursement process

All of which makes for satisfied channel partners who want to work hard for you and with you to grow their business (and yours).

Now, both you and your partners have one online portal for all your trade promotion needs. While viewing their real-time fund balance and co-op availability, a channel partner can order manufacturer-approved marketing materials with the corresponding claim automatically submitted for reimbursement. And claims utilizing this system are automatically approved and paid with available funds.

“Business-to-Business marketers have found success in these (channel) programs: So much so that they have boosted spending on them by 35 percent.”

(Source: B2B Marketing Trends Nov. 2006)

NSI's **Contact Info**

NSI MARKETING SERVICES

Phone: 314.783.2300

E-mail: info-nsi@nsimarketingservices.com

Web site: www.nsimarketingservices.com



Program Spotlight: The North Face

In April 2009 NSI launched The North Face Dealer Marketing Resource Center. The objective of the program was to provide a single online portal for dealers to utilize and access various marketing resources.

Along with the digital marketing resource program, NSI also took over The North Face's Advertising Reimbursement program. This began the process of combining two separate areas of business into one efficient solution.

Advantage:

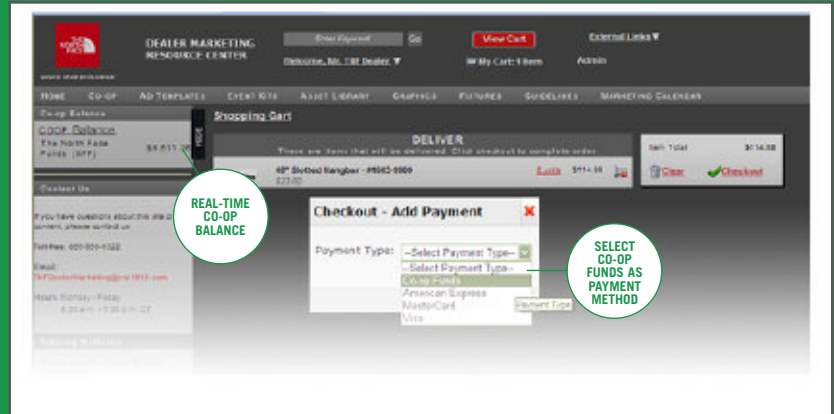
NSI significantly enhanced these services in September 2009 by fully integrating both advertising reimbursement and digital marketing resources. With the integration, fixtures, signage, event kits, and other marketing materials ordered on the Resource Center are now paid for with funds from the co-op program.

In addition, the claim resulting from the order is automatically submitted, processed and approved without the TNF retailer having to complete any forms or submit any documentation.

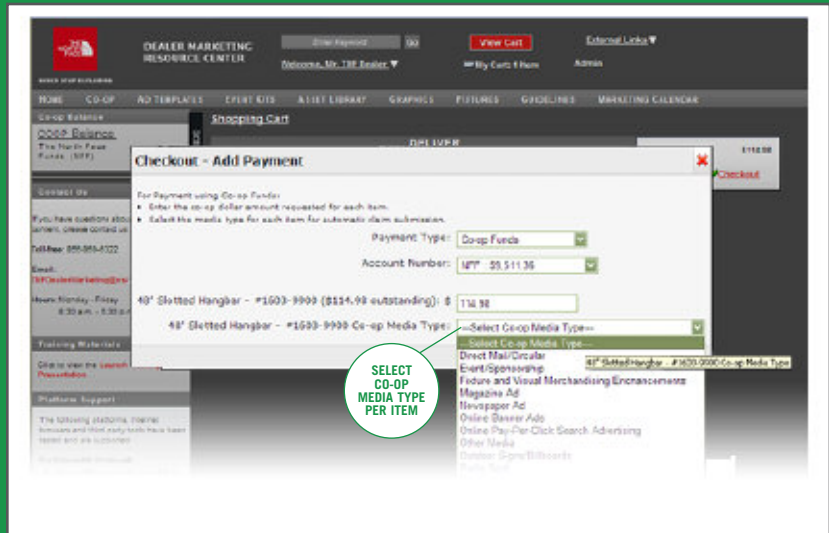
Benefits:

With this integrated system, retailers can view a real-time fund balance, order corporate-approved marketing materials and submit a claim automatically upon ordering. Needless processes and lengthy reimbursement waiting periods are eliminated and most importantly retailers' efforts are spent on sales instead of the co-op program. With the material ordering system and claim submittal combined into one process at one program website, payment is guaranteed from the advertising co-op funds.

Add Payment Screen



Extended Add Payment Screen



Retailers can view real-time fund balances, order corporate-approved marketing materials and submit a claim automatically upon ordering.