

Ingram Micro Partner Connect

THE REAL-TIME LEAD-GENERATING DIGITAL MARKETING PLATFORM

What is Ingram Micro Partner Connect?

Ingram Micro Partner Connect is an exciting new digital marketing program designed to expand your digital presence and simplify the complexities of digital marketing with personalized, premium digital marketing content—backed by unprecedented analytics to easily assess end-user activity, content effectiveness and ROI.

What does the program do for me?

Ingram Micro Partner Connect simplifies the complexities of digital marketing by helping you establish a digital presence and promote your brand, solutions and services to a wider end-user base. You can quickly pick, personalize and launch digital marketing campaigns within minutes. You also get your own dashboard and domain name and receive real-time analytics to help you assess your lead pipeline and ROI.

My manufacturers already have a partner portal. How is Ingram Micro Partner Connect different?

It's different in five primary ways:

1. Custom content: Ingram Micro Partner Connect leverages custom, timely and relevant action-driven content found nowhere else in the channel.
2. Scale and reach: You can promote your solutions to a wider channel audience and monitor lead activity through a single dashboard to manage your digital marketing activities.
3. Reporting: Real-time, data-based analytics, including end-user "fingerprinting," helps assess your lead activity and ROI.
4. Supplements manufacturer partner portals: Partner Connect augments manufacturers' partner portals and marketing concierge efforts with purpose-built content, custom Google/social media campaign development, and white-glove service and support that you won't find anywhere else.
5. Ease of execution: The Ingram Micro Partner Connect platform gives you the freedom and autonomy you desire to execute virtually any type of content you choose across myriad online outlets, including landing pages, social media, email and their own corporate websites.

What does the program do for manufacturers?

Ingram Micro Partner Connect helps manufacturers enable you to easily promote their solutions via a SaaS-based digital marketing platform. Through high-quality digital marketing campaigns and real-time analytics, Ingram Micro Partner Connect helps manufacturers assess your lead activity and ROI. Manufacturers can work with Ingram Micro to manage your digital marketing implementation, or you can manage campaigns on your own.

I already conduct my own digital marketing. Why should I subscribe to Ingram Micro Partner Connect?

While you may already conduct your own digital marketing efforts, Ingram Micro Partner Connect saves you the time and resources to execute timely, targeted and measurable digital marketing campaigns. Partner Connect simplifies digital content marketing, making it easy for you to enhance your digital presence with personalized content, targeted campaigns and real-time analytics.

How is Ingram Micro Partner Connect priced?

Ingram Micro Partner Connect is available to you for a one-time \$1,500 onboarding fee and then \$499/month with no long-term contract to sign.

How do I get more information about Partner Connect?

Contact Wendy at wendy.sanacore@ingrammicro.com, or visit ingrammicropartnerconnect.com.

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