

# ANSIRA CHANNEL

Industry-recognized end-to-end Channel Partner Marketing technology and solutions

Brand loyalty and profitability driven by program success for brands and partners

Bespoke sales ecosystem programs supported by proprietary tech

Leader in “The Forrester Wave™: Through-Channel Marketing Automation, Q2 2020”

## CHANNEL PROGRAM DESIGN

Ansira Channel helps to strategically design and implement programs at every step of the lifecycle to win, serve, and retain customers and partners.

## CHANNEL ENABLEMENT

Industry-leading marketing automation technology empowers channel partners with a program that delivers consistent, on-brand messages to reach and engage a brand’s local customers.

## CHANNEL DATA MANAGEMENT

Client-specific and aggregate proprietary data insights, benchmark comparisons, and best practices serve as a single source of truth to drive continuous program efficiencies and optimizations.

## LOCAL MARKETING ACTIVATION

With local marketing moxie, industry-leading channel automation technology, and self- to full-service options, brands and their partners can maximize in-market campaigns at scale across all digital and traditional tactics.

“ Ansira is a marketing agency whose vision for TCMA is rooted in the belief that the ability to deliver relevant persuasive experiences is the key to strengthen relationships, cultivate brand loyalists and assure profitable growth. Brand marketers that want help in engineering a consistent cross-channel (e.g., digital, physical, and human) experience should consider Ansira. — The Forrester Wave™: Through-Channel Marketing Automation, Q2 2020

” **RANKED HIGHEST IN CURRENT OFFERING**

