

More participation and brand control

Marketing Funds Management

Co-op Advertising reinvented

Improve the administration of your Marketing Funds Management (MFM) program with tools that make partner participation easier, provide real-time access to funds to pay for campaigns, and virtually eliminate out-of-pocket expenses. The Marketing Solutions group at Pitney Bowes can show you how. We've redefined the science of marketing and the art of communication.

We have the expertise to completely manage any MFM program (also referred to as "co-op advertising"). You'll find the web-based program applications simple, effective and helpful when it comes to engaging your partners at the local level with brand-correct, customized campaigns.

More productivity

Pitney Bowes Marketing Solutions' MFM program is based on best practices that help deliver greater speed-to-market, cost and process efficiencies, appropriate use of brand and legal content, and increased partner participation. This program is managed by World-Class MFM administrators and customer support.

More tools

- Account Planning – encourage partner participation and get the most out of your ad campaign
- Pre-Approval – reduce denied claims and save time with web-based claims submissions
- Decision Support – access initiative feedback so you always know how money is being spent
- Communicator – provide real-time report data you can apply to future marketing plans

More of a good thing

Want more marketing that's "made to order"? Take your co-op program to the next level with something from our "a la carte" Marketing Automation menu—like templated creative, targeted mailing lists or personalized URLs. All intuitive, web-based applications backed by the power of Pitney Bowes.

Marketing Funds Management

Account Planning — More wins

A good MFM program communicates and facilitates a corporate marketing plan throughout the year, year to year, wherever you do business. There are always situations that can affect your marketing plan and MFM. With that in mind, this powerful Account Planning tool has been designed to help facilitate, execute and set your partners' budgets and keep your marketing plan on track. Your partners will find participation is as easy as a visit to your marketing website to access all your program materials.

Benefits:

- Synchronized national and local initiatives
- A strategic, simplified program
- Better plan communication and implementation
- Assistance in forecasting costs

Prior-Approval — More green in your pocket

Ensure the marketing materials your partners use meet your standards with Pre-Approval. With this simple tool, your partners can submit approval requests for marketing activities in advance of their use. This process ensures partner marketing activities meet your brand, legal and content requirements, while reducing out-of-pocket expenses.

Benefits:

- Fewer denied claims and improved partner satisfaction
- Better brand continuity
- Appropriate legal use
- Simplified processes

Prior-Approval requests can be submitted online or manually. Either type of submission will result in a finding within two business days—in many cases—one.

Decision Support — More ROI data

Give corporate stakeholders access to your MFM program data with Decision Support. This real-time reporting system helps companies with their overall MFM program management. You'll know where MFM dollars are being spent and what's been most effective.

Benefits:

- Accessible, real-time custom developed reports
- Access to actionable data anytime
- Better organized customer data (regional or national)
- Pre-formatted reports

This system provides corporate personnel with important program information needed to facilitate campaigns. And, based on your criteria (e.g., dates, funds, regions, etc.), these customized reports will deliver the data you need.

Communicator — More real-time reports

How can your partners and you access detailed reports on accruals, balances, pending claims—everything related to the account?

The Communicator tool gives partners the information they need to plan and review campaigns in real-time. This tactical reporting tool will help them collect the data they need to better understand how to market more effectively.

Benefits:

- Up-to-date participation information
- Tactical reports for planning
- Easy-to-download spreadsheets for formal reports
- Reports to weigh initiative success

Make the most of your marketing

Realize the full potential of your advertising and marketing promotions with the help of the MFM tool from Pitney Bowes Marketing Solutions. To see how this powerful administrative program can help your organization on its own, or with the other modular applications we provide, simply contact us today for details.

**For more information call
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