



# Nurture Partner Relationships. Connect with Customers.

Create and manage your branded location-based partner directory. Drive partner and customer engagement. Surpass the limitations of a traditional partner/dealer locator by empowering partners to be more involved in attracting customers that want to buy your product.

Bullseye's Partner Promoter™ is a location-based platform for publishing rich partner content including projects, implementations and more. Partner Promoter™ provides a world-class experience for admins, partners, and customers alike. With Partner Promoter's™ unprecedented convenience and control, it has never been easier for partners to showcase their work and your brand.

## Engage Partners. Create Opportunities.

If your business relies on channel partner relationships, you know how challenging it is to grow your network and set them up for success. Custom solutions are expensive, non-locator-based solutions miss the mark, and inconsistencies diminish your brand value. Partner Promoter™ is a proven solution that transforms your partners into highly-engaged content marketers who are effectively promoting solutions that feature your brands.

## Drive Partner Success and Loyalty.

When you prioritize partner enablement, partners prioritize your brand, and everyone wins. Partner Promoter™ makes your partner relationships more connected and more productive via our user-friendly UX and role-based partner management.

## Improve Local Search Ranking.

Partner Promoter's™ Local Landing Page module makes it easy. Create and manage search engine optimized, template-driven landing pages for 1 to 1 million locations, then embed them on your website to capture search traffic for each location.

## Elevate Your Brand.

Partner Promoter™ is easily white-labeled with your company's branding to deliver a sophisticated, branded partner experience. We also make it easy to create and publish customer-facing co-branding and content that builds on your brand value.

## 360° Partner Management.

Seamlessly integrated with Bullseye's Lead Manager™ and Events & Promotions Booster™, Partner Promoter™ becomes a centralized hub for all your partner activities. Capture leads, collaborate on content, and deploy promotions consistently, all in one place.

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Bullseye provides our Advisors the choice to add more content and the ability to make changes themselves. This has been a big win for Advisor satisfaction.

Maura Kautsky,  
Vice President of Marketing,  
Sales Xceleration

## Channel partner support pays off.

When enabled with supportive platforms and processes, channel partners achieve:

**48%**

Greater Annual Revenue

**28%**

Shorter Sales Cycles

**13%**

More Sales Reps Achieving Quota

**12%**

Higher Lead Conversion Rates

(Source: The Aberdeen Group report, "Territory, Training, Technology: Best-In-Class Channel Sales Management")



## Stress-Free Onboarding, Configuration and Training.

Our dedicated Design, Tech and Account teams have the expertise and resources to help you launch your Partner Promotion implementation successfully. We work closely with you and your partners to make the process easy, ensuring best practices in account configuration, landing page development, workflow customization, system integration, admin and partner training, and more.

## Partner Promoter™ Key Features.

- Configurable Partner Registration Process
- Integrated Approval Workflow
- Out-of-the-Box, SEO Optimized Partner Landing Pages
- Integrated Approval Workflow
- Configurable Partner Registration Process
- Out-of-the-Box, SEO Optimized Partner Landing Pages
- Secure, fully-redundant and cloud-based infrastructure
- Configurable branded partner UI experience
- SSO integration via SAML
- White label and custom branding support
- Role-based user management and permissions structure
- Integrated lead capture and routing
- API for customizing partner search and landing pages
- Works seamlessly with most CRM and CMS systems
- Tracking and usage reporting
- Search filters for tiered "featured partner" structure
- Unlimited content storage

## About Us.

Bullseye Locations is a leading provider of global locator software and services. We develop turnkey locator software and integrated location content management solutions that help companies engage consumers, cut costs and drive growth.

Founded in 1998, Bullseye is privately held and headquartered in Branchburg, New Jersey. Bullseye serves 5,500 customers worldwide, including Loblaw, Mizuno USA, Honeywell, The Vitamin Shoppe, Lumber Liquidators, AIG and The Sika Group.

## Let's discuss your goals and how Bullseye can help.

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**75%**  
of world trade  
flows through  
indirect sales

(Source:  
World Trade  
Organization)



**Honeywell**



**Loblaw**  
COMPANIES LIMITED

