

Don't Leave Money on the Table

Market development funds (MDF) are a key benefit of most channel programs. Yet too many channel partners leave their fair share unused.

It's time to turn the tables with Televerde and maximize your MDF.



Channel partners don't capitalize on FREE funds...

60%
of MDF isn't used on a quarterly basis

Source: Zinfi, Worldwide channel survey

\$25 billion

unused MDF every year in the IT channel

Source: Channel Marketer

84%
of the partners do not have a dedicated marketing resource

Source: Zift Solutions - SiriusDecisions Summit Highlights

...Even though smart MDF spending can produce better sales results (an example*)

41%
Conversion rate inbound to Marketing Qualified Lead

\$13M
in total pipeline

\$7.3M
in closed revenue

11.7x ROI
on closed revenue

*Two-year statistics for CA, Inc., a Broadcom company

Maximize your MDF with Televerde

FROM **137,000 leads**
2,200 campaigns
IN **3 years**

Televerde offers services to help you capitalize on MDF including:



Customer advocacy



Sales outreach



Demand cultivation



Lead generation



Pipeline growth

Find out how we can help you make the most of your MDF dollars with strategic marketing and sales support to help you build your pipeline and increase revenue.

Contact us today