

## PARTNER MARKETING PORTAL

NEW LEAD GENERATION PROGRAM FOR THE CHANNEL

### Lead generation

- › Co-branded assets & campaigns
- › SM & Content syndication
- › Webinars
- › Marketing Development Funds

### Nurture

- › Drip campaigns
- › Leads scoring and tracking

### Conversion

- › Opportunities from PAN sent to PMP
- › Conversion in NOR/Order/Dead

### Ordering

- › Sync order data from PAN back to PMP

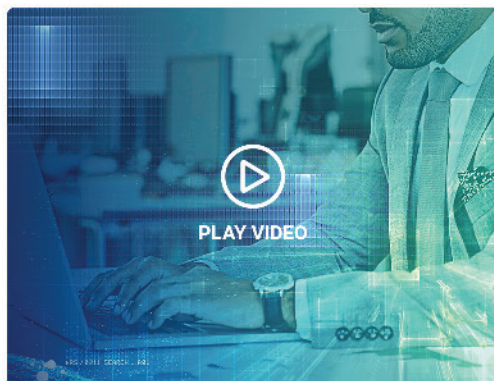


Access it from PAN Portal ( SSO )

<https://pan.bitdefender.com/marketing/channel-automation-platform>

→ LOGIN NOW

### Partner Marketing Portal Demo Overview?



### Partners Types with Access rights

