

Empower users to localize your marketing assets

Provide partners and sales teams a wide range of branded, customizable campaigns and sales materials to help them sell more, faster. *Digitalize asset management and sharing to improve performance and satisfaction, whilst reducing manual effort and time.*



Customizing marketing and sales materials while being brand compliant can be challenging, especially when dealing with field sales, distribution partners, or rapidly changing product information.

Fielo’s platform enables users to quickly source, customize, and distribute marketing assets with ease. Move away from emails or Sharepoint licence restrictions to a user friendly solution.

Four Connected Solutions in One Single Platform

1. Through-Channel Marketing

Provide users with a hub that houses all your marketing assets in a single location. Control which content users should have access to. Integrate this library into an existing partner portal or as a stand alone marketing hub.

2. Customized Marketing

Empower your users to customize datasheets, presentations, PDFs, emails etc. while ensuring legal and brand compliance through a very simple step-by-step process.

3. Social Post Distribution

Engage your users to share the content you have crafted, including infographics, posts, videos, blogs etc., through social post distribution. Reach new audiences while pursuing thought leadership.

4. Lead Generation

Integrate with CRMs for single sign-on access, providing indirect partners with new marketing resources while keeping CRM data private.

Offer all your marketing assets in one location:

- Branded merchandise
- Flyers
- Sell/Spec sheets
- Brochures
- Microsites
- Slides and Videos
- Email campaigns
- Invites
- Social media posts

Celebrated software that drives Engagement | Performance | Revenue



Enable channel partners and direct sales teams to generate revenue

Personalized Experience

With Fielo's platform, you personalize the experience by defining segments of your audience and only serve up what is relevant to that user. Simple.

Localise and Customize Marketing

Empower your users to customize corporate marketing materials while ensuring legal and brand compliance. The amount of customization per asset is up to you. The end user will be guided through a very simple step by step process to customize the chosen asset, including real time preview.

Automated Email Campaigns

Provide access to templated emails and enable your users to customize the content within the template, images, profile pictures or other data driven content you expose to that marketing asset. The level of customization allowed is up to you, and is defined per asset.

Direct mail and mail merge

Upload lists and choose which asset or set of assets you'd like to merge, print and mail. Drip campaigns can also be setup by scheduling different pieces at different times.

Go Viral

Enable users to spread content , including social posts, images, blogs and video that can be shared, followed, liked and retweeted.

Quick setup and easy to use:

1. Intelligent

The platform provides:

- Pre-built campaigns
- Toolkits that aggregate content around a topic
- Workflows that reduce end user time on site

2. Automated

Templated emails that are data driven to send reminders, schedule appointments, event invites and more.

3. Landing Pages

Users can create co-branded website landing pages and microsites.

4. Event Registration

Invite attendees, integrate microsites to track registrations.

5. Integrations

Use out of the box, or integrate using:

- Single Sign On (SSO)
- CRM
- User profile
- Product feeds