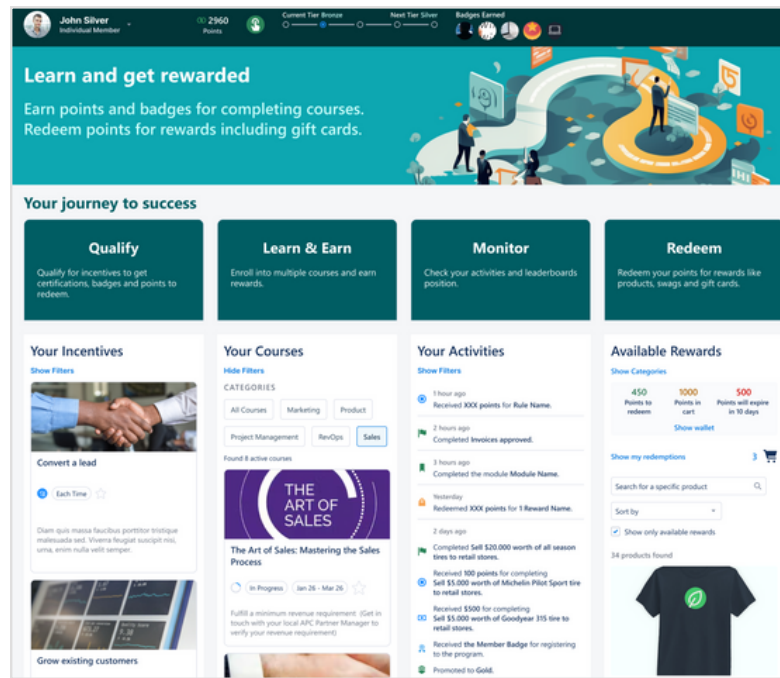


# We make channel incentives and rebates easy and powerful

Fielo's platform provides organizations with the ability to quickly create scalable channel incentive and rebate programs that increase partner sales, support market expansion, and foster brand loyalty. *Automate incentives to improve partner performance, whilst reducing effort and over-spend.*



## Why Fielo is your best option:

### 1. Easy Setup

Fielo Salesforce-native platform eliminates the need for coding. Fielo automatically reads the data objects and fields in your Salesforce org making them instantly available to create your incentive program.

### 2. Go-to-Market Fast

Our built-in incentive behavior library allows program managers to easily set up their incentive programs through a point-and-click interface. Your IT department will be happy too as Fielo leverages existing Salesforce data and trust protocols.

### 3. Participant Portal

Drag & drop prebuilt widgets, that auto-populate with data, to an existing Salesforce Experience Cloud. Use a different portal or App technology? No worries, use our out-of-the-box APIs to surface incentive data.

## Create the incentive experience that accelerates your revenue partnership:

- Points
- Rebates
- SPIFFs
- Deal Registration
- Product launch
- Opportunity Incentive
- eCommerce/Orders
- Gamification
- Growth/Upsell target
- Product knowledge
- Customer Satisfaction
- Revenue target
- PRM adoption
- Sales cycle
- Know-Your-Customer
- SKU specific target
- Inventory mgmnt
- Discount/coupons
- New logos
- Pipeline updates
- Compliance
- MDF



# Explore our features built over a decade of innovation:

## **Program Wizard**

Get a flying start on configuring your incentive program using the step-by-step wizard. You can create multiple programs to better reflect your brands, regions and/or business operations.

## **Behavior Library**

Discover the ease of our Incentive Behavior Library for a swift initiation of your program. Explore preconfigured behaviors or simply create your own (as many as you wish) and launch your incentive programs quickly.

## **Campaigns/Promotions**

Fielo's rules engines provide the ultimate flexibility on how to reward and recognise your partners. Point and click the data fields you wish to incentivize and reward. Create and automatically schedule campaigns to start and end, including time zone for global programs.

## **Gamification**

Add extra fun and engagement by rewarding partners for completing a series of activities, for example, complete product knowledge, do a demo, and close a deal. Set reward benchmarks across tiers, ensuring engaging incentives and heightened partner performance.

## **Tiers & Badges**

Give your partners the ultimate status symbol with the introduction of tiers and badges. Tier period can be set and demotion automatically set.

## **Points. Codes or Rebates**

Choose between creating a points-based incentive program (with automated point expiration) or a rebates mechanism and apply your preferred rebate calculation by Volume or Revenue or Fixed or Growth modelling including tier acceleration and target calculation.

## **Instant Rewards**

Instant gratification is on the rise, so Fielo provides the option to instantly reward a partner when completing an activity such as registration or closing the first deal.

## **Catalog**

Offer partners a discount on special products, or the opportunity to redeem their points for early access to new product releases. Segment catalog by program tiers.

## **Dynamic Segmentation & Personalization**

Fielo's dynamic segmentation empowers you to create different experiences and journeys for your partners. A personalized experience based on partner profiling, commitment and performance.

## **Partner Portal/App**

Create an engaging experience for your partners by using our prebuilt Lightning Web components inside your Salesforce / Experience Cloud, or leverage our APIs to connect to an alternative technology.

## **Administration Controls**

Fielo provides the loyalty administrator with essential control features such as T&Cs acceptance, Points/Cash Adjustment, Currency, Capping, Budgeting, Languages, batch management and more.

## **Program Dashboard**

Access pre-built reporting for insights, create personalized KPIs to assess engagement and outcomes.

## **Integrations**

As a native package to Salesforce, Fielo can be connected to Marketing Cloud, Commerce Cloud or Service Cloud. In addition, Fielo supports Salesforce External Objects to connect data sources that are outside of Salesforce.