



Contact us today for a free demo: 214.348.4350 x185 or otto@insidermarketing.com

WHO NEEDS OTTO®? Marketing Managers

Problem:

Your company needs to improve market performance in several regions in preparation for a new product launch.

Solution:

Launch a multi-tier incentive program that provides your field-based sales team with custom rewards to improve market penetration.

How it works:

After reviewing your company’s objectives, Insider Marketing develops a program to meet your specific sales and marketing needs. We determine the appropriate incentives, with award values customized to motivate participants at different levels.

Next, we develop the creative assets and mobile-first site that feature product marketing and integrated sales messaging to align your internal and external teams on program objectives.

Participants record their progress and view leaderboards that foster competition between team members and regions. Instant rewards keep your teams motivated, while larger prizes spur them to reach performance milestones.

Program owners get 24/7 reporting via custom dashboards, with visual analytics that highlight actionable program drivers and program costs.

What makes OTTO unique:

- The ability to launch in weeks, not months
- A complete end-to-end solution from program ideation to reporting and fulfillment
- Developed by marketing incentive experts



WHY CHOOSE OTTO?

More than a software platform, OTTO is part of a suite of expert services to help you create, execute, and fulfill effective incentive programs. Developed by Insider Marketing, OTTO is backed by over 22 years of expertise serving Fortune 100 companies like these:

SAMSUNG

Google

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metroPCS

verizon

EPSON



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WHO NEEDS OTTO®?

Sales Directors

Problem:

Your company needs to move last season’s product to clear the way for new models.

Solution:

Launch a multi-tier sales incentive that focuses on selling older SKUs.

How it works:

After discussing your program needs, Insider Marketing develops a program to meet your specific sales objectives. We determine the appropriate incentives, with award values customized to motivate participants, from sales distributors to reps.

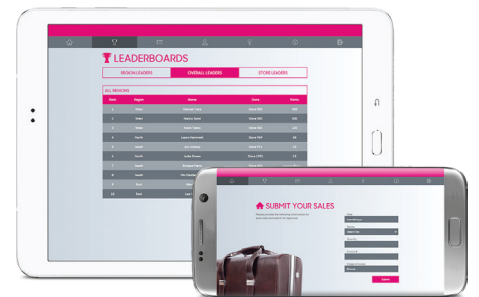
Next, we develop the creative assets and mobile-first site that feature integrated sales messaging to align your internal and external teams on program objectives.

Participants record their progress and engage with real-time leaderboards that foster competition between team members and regions. Instant rewards keep your teams motivated, while larger prizes spur them to reach sales milestones. You can adjust the incentives and participating products, as needed, to deliver your desired results.

Program owners get 24/7 reporting via custom dashboards, with visual analytics that highlight actionable program drivers and the ability to filter reports by region, store, or even rep.

What makes OTTO unique:

- The ability to launch in weeks, not months
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WHO NEEDS OTTO®?

Merchandising Managers

Problem:

Your company needs to prove merchandising compliance on product displays to receive market development funds or co-op dollars from manufacturers or partners.

Solution:

Create a program that requires merchandisers to submit photo proof of compliance based on planograms.

How it works:

After reviewing your company's goals, Insider Marketing develops a program to meet your specific merchandising objectives. We determine the appropriate incentives, with award values customized to motivate participants at different levels.

Next, we develop the creative assets and mobile-first site that feature merchandising goals and planograms for your team members. We can also tie these into your existing training on merchandising directives.

Participants upload photos of their store displays and view leaderboards that foster competition between team members and regions. Instant rewards keep your teams motivated, while larger prizes spur them to reach compliance milestones.

Program owners get 24/7 reporting via custom dashboards. These dashboards feature visual analytics that highlight actionable program drivers on both regional and national levels. This allows you to monitor overall team participation and view GPS information that verifies that photos align with the stated location.

What makes OTTO unique:

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WHO NEEDS OTTO®? Training Managers

Problem:

Your company needs to persuade sales reps at your resellers to train on your product's features and benefits to maximize your company's sell through.

Solution:

Develop a rewards program to incentivize training with pre-launch, launch, and post-launch experiences, and gain mindshare among sales reps.

How it works:

After working with you to develop your company's training KPIs, Insider Marketing designs a program to meet your specific objectives. We determine the appropriate incentives and can integrate with your existing training platform or develop standalone digital training to fit your needs.

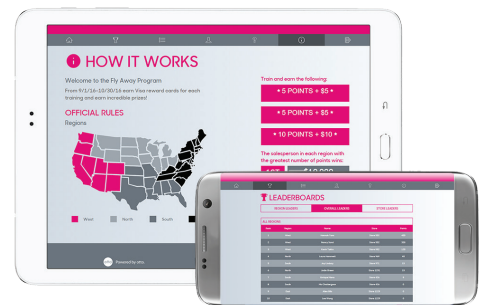
Next, we develop your program creative and mobile-first site that allow you to reward reps with pulsed rewards at each stage in the product training lifecycle.

Participants can view their training completion at each stage and view leaderboards that foster competition between regions. Instant rewards keep participants motivated, while a sweepstakes can provide an added incentive for enhanced participation.

Program owners get 24/7 reporting via custom dashboards, with visual analytics that highlight actionable program drivers and program costs.

What makes OTTO unique:

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