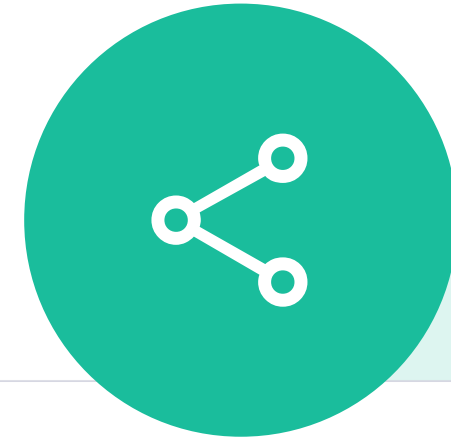


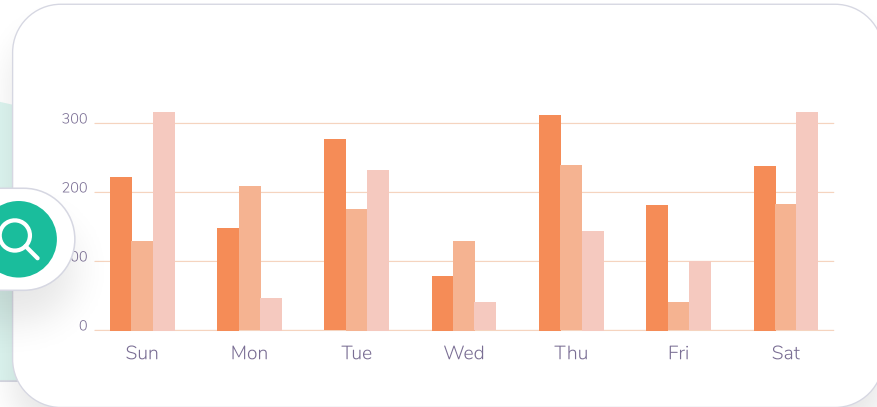


Catalyst. Our through-partner marketing automation tool.

Enable close collaboration with your reseller partners to generate leads for your brand offerings.

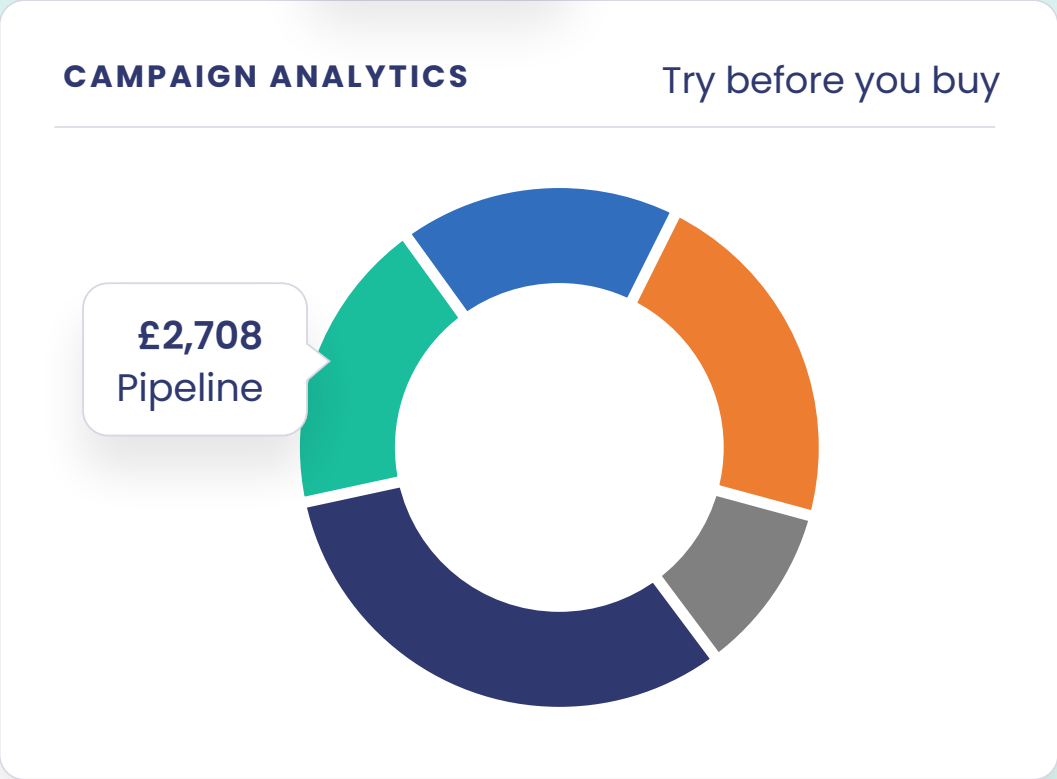


Search...



CAMPAIGN NAME	CREATED ON	START DATE	END DATE	STATUS
SMB Trade-in	14.12.22	14.12.22	07.01.23	LIVE

1.2% CTR
27% Open

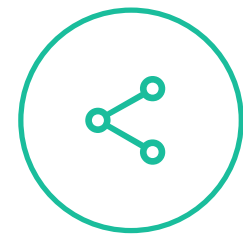


What is Catalyst?

Our flexible platform streamlines the sales process from target audience enrichment, automated distribution of personalised emails, landing pages, and lead capture ready for your sales team engagement.

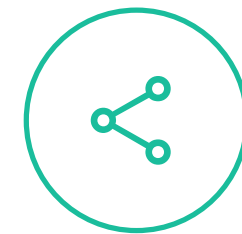
Partner identity is dynamically added to create a compelling joint value proposition whilst providing consistent brand experience.

Grow your business with Catalyst.



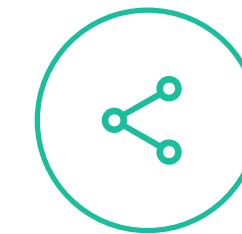
More leads

Empower your partners with the tools and technology they need to automatically generate leads with targeted, personalised campaigns.



More customers

Harness AI powered audience selection and enrichment to reach the right people with the right message at the right time.

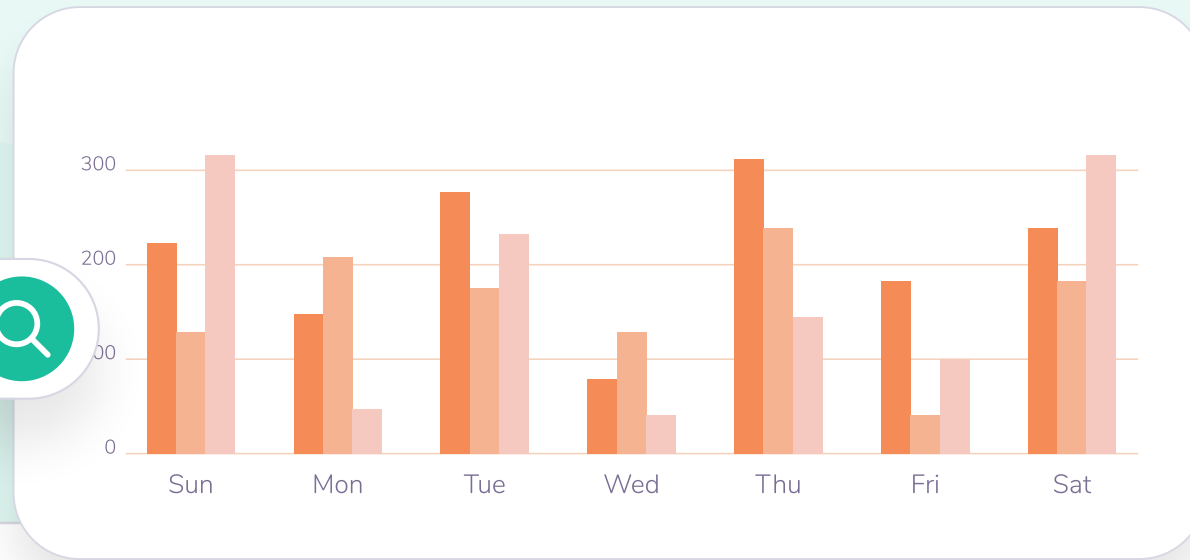



More sales

Give partner sales teams what they need to engage customers, convert more sales, and deliver measurable ROI.

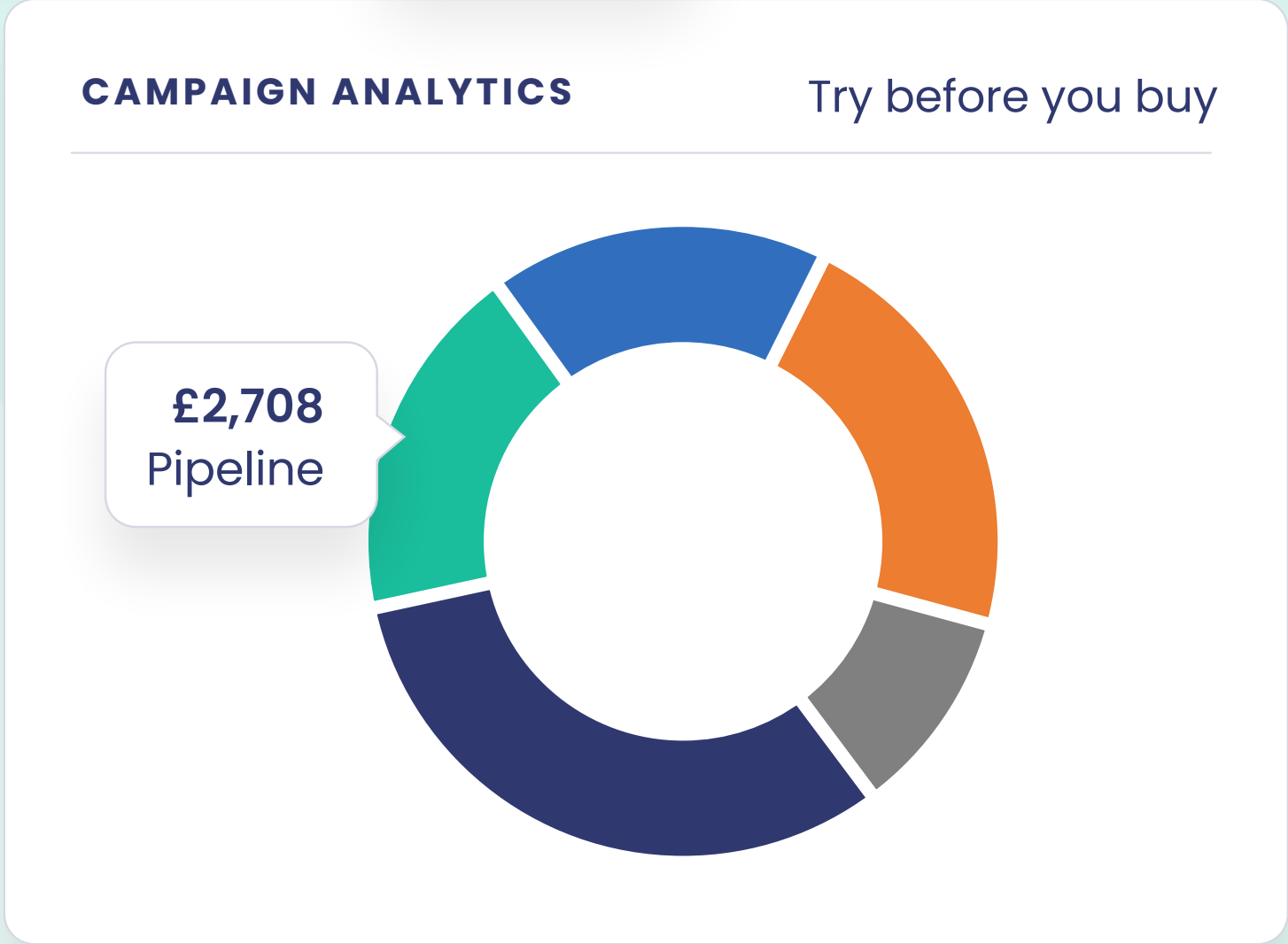


Search... 



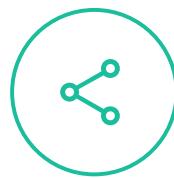
CAMPAIGN NAME	CREATED ON	START DATE	END DATE	STATUS	
SMB Trade-in	14.12.22	1.12.22	07.01.23	LIVE	

1.2% CTR
27% Open



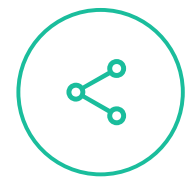
More than just marketing software

Everything you need to run flexible, highly targeted through partner lead generation campaigns.



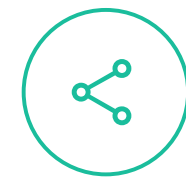
Customised Planning and Design

Our marketing experts work closely with you to plan and design campaigns that are tailored to your specific needs, goals and audiences. Our agile approach helps you get to market quickly.



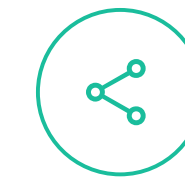
AI Technology for Audience Selection

Targeted and personalised campaigns drive higher engagement and conversion rates, improving results for your partners and maximising return on your investment in the programme.



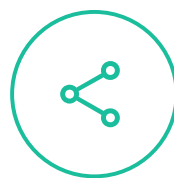
Rapid Partner On-Boarding

The platform offers a simple and streamlined on-boarding process, enabling partners to quickly and easily join your programme to optimise your market coverage and drive growth.



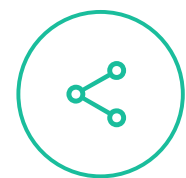
Automated Email Marketing

Targeted emails and gathering of intent data, enabling you and your partners to reach thousands of customers and prospects with a single campaign, with full GDPR compliance.



Expert Creative Services

Our team of specialists work closely with you and your brand guidelines to create engaging and effective content for email campaigns and high-converting landing pages.



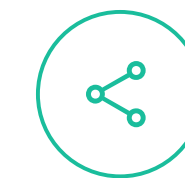
Hosted Landing Pages

Automated partner co-branding and hosted landing pages to create a seamless customer journey and effective lead capture mechanism. Your branding and message is kept consistent and coherent.



Lead Nurturing

Lead nurturing content and capabilities that partners can personalise to more effectively engage with your target audience, build trust, and drive prospects through the sales funnel.



Reseller Reporting and Attribution

With attribution reporting capabilities, you can track the effectiveness of your campaigns, continuously optimise your approach, and maximise your measurable return on your investment.

Capture and convert more leads.

Get more leads, more partner engagement,
and more sales with Consenna Catalyst

