



NetApp™
Go further, faster

NetApp Campaign Express

NetApp® Campaign Express is an online source for you to quickly create, launch, and evaluate demand generation campaigns from start to finish. This easy-to-use tool was developed with the goal of enabling you to successfully co-market with NetApp to attract new customers that drive incremental revenue while saving time and resources. Campaign Express enables you to develop a customer-specific solution featuring NetApp.

Highlights include:

- Cost savings on average of 30% in creative development and production
- Fastest way to launch campaigns, from weeks down to hours
- Professional, customizable templates to lead with your brand or NetApp at no cost
- Prewritten solution messages and value proposition to help you co-market with NetApp quickly and effectively
- Campaign bundles help you target thousands of prospects in minutes
- Custom campaigns leveraging NetApp's comprehensive marketing content

Driving Business Value

Planning of NetApp marketing campaigns is now made simple for you without investing a lot of time or large budget. You now have the opportunity to develop compelling marketing campaigns that bring in quality leads and better results. Campaign Express was designed for you using the results from our research study last year. We understand that you are stretched and doing more with less. NetApp truly is invested in your success, and effective co-marketing with NetApp is a critical component for you to be profitable. NetApp is now enabling you with the right set of tools to drive new revenue with existing customers or acquiring new ones.

NetApp Campaign Express: High-Value Features

NetApp Branded Templates

You have access to a variety of NetApp templates that make it simple to add your company logo and contact information. Customizable campaigns include e-mail, postcards, signs/banners, landing page, and telemarketing scripts. The branded templates allow you to leverage the NetApp brand and marketing efforts.

Partner Branded Templates

You can create a complete custom campaign to lead with your brand using a partner branded template. In addition to the standard customization, you can incorporate your own message, solutions content, special offers, imagery, and colors. The partner branded templates provides you the opportunity to co-market with NetApp while creating a campaign unique to you.

Fulfillment Services

Campaign Express will offer e-mail services, hosted landing pages, and registration site hosting for live or Web events. All services are offered with competitive rates and handled by established companies that understand local regulations. Future services under consideration include print fulfillment, telemarketing, content syndication, and more.

For more information, please contact campaignexpress@netapp.com