

New Features Expand Vendor Marketing in Convey

Atlanta, GA — October 15, 2014 — Convey Services today released an expanded range of features for Convey, the online Partner Engagement Platform for channel sales. The new enhancements include advertising, catalog banners, and catalog informational pages designed to increase a vendor's ability to market their products and services to the channel. This expanded marketing suite provides increased promotional opportunities, better viewer engagement, and directs viewers to current product updates, promotions and available training.

Convey is a cloud-based solution that hosts and delivers content, training, promotions and events from vendors and suppliers directly to their agents and distributors. Designed to streamline and improve communication between vendor partners and their distribution channel, Convey also provides vendor marketing departments with a strong ROI for their participation in the program.

"Convey provides vendors and their marketing team the opportunity to connect with their indirect channel," said Carolyn Bradfield, CEO of Convey Services. "The marketing suite expands promotional opportunities within a vendor catalog to extend the company brand, emphasize product messaging and direct the user to valuable products and promotions."

Convey site owners now have the ability to offer paid home page advertising on their master agent or distributor site. Advertising appears prominently on the home page and links to a vendor's catalog, featured content or product promotions.

The new catalog banner feature allows a vendor to create multiple rotating banner ads that run on the home page of their company catalog within the site. Banners create a strong graphic impact and link the viewer to featured content posts, promotions or events. This catalog feature is offered to vendors at no additional cost.

Vendors can now add up to 8 informational pages just below the header of the home page in their individual catalogs. Each page is customized with text, graphics or videos to provide additional information about the company, their channel program or services. Hyperlinks within the pages can deliver the viewer to specific locations within the catalog or to external applications such as quoting systems. Pages can contain custom forms to collect contact data, initiate information requests or offer feedback.

"The new marketing suite offers significant promotional opportunities to every marketing department that manages a vendor catalog on Convey," Bradfield added. "Many of these features were proposed by our existing vendors and channel partners to expand their marketing presence on Convey platforms."

About Convey

Convey is a cloud-based platform that hosts and delivers content, training & events and generates revenue from subscriptions, purchases or advertising. Convey Channel Programs connect suppliers to revenue producers in indirect distribution channels providing access to product information and training, creating calls to action and driving revenue. Convey's Platform as a Profit Center (PaaPC™) generates revenue from supplier subscriptions, membership fees, advertising revenue, and ecommerce. Cloud Conventions™ are virtual expos managed entirely on the Convey platform. Unlike traditional trade shows, a Cloud Convention is easy and inexpensive to manage, can run for any length of time, requires no travel and can be attended 24/7.

Convey launched its first Channel Program in 2014 to master agents and their suppliers in the telecommunications and cloud industry and then to insurance master agency networks. Platform as a Profit Center (PaaPC) launched to the foodservice industry in 2015. The first Cloud Conventions Virtual Expo was held in March 2016 in the telecommunications and cloud space. Licensing opportunities are available in select vertical markets. For information visit www.conveyservices.com, info@conveyservices.com or call 888-975-1382.

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