



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

T-Mobile

metroPCS

verizon

EPSON