



Partner Marketing: Investing in Your Success

Over the past 37 years, DataPath has built a reputation for superior customer service and support, knowing that our clients' success is crucial to our own. Among the ways in which we deliver value to our clients is through our unique and ever-expanding Partner Marketing program that includes:

- Client Rewards Program
- Employee Education and Engagement
- Marketing BPO Services
- Custom Marketing Services
- Marketing Materials Library
- Marketing Support Hotline

Exclusive Client Rewards

The only program of its kind in our industry, DataPath Client Rewards recognizes client tenure, volume, products licensed, and participation in special initiatives such as providing a user referral. Rewards include DataPath Dollars™ that can be redeemed for the client's choice of marketing materials, custom marketing services, conference registrations, and more. DataPath clients can receive up to \$25,000 in DataPath Dollars¹ to spend each year, dependent on rewards status.

National Award-Winning Employee Education and Engagement Tools

Developed exclusively for use by DataPath clients and their customers, *The Adventures of Captain Contributor™* is our innovative, award-winning² employee education and engagement program. Captain Contributor includes support for employer-sponsored benefits including FSA,

DCAP, HRA, HSA, COBRA, Transit plans, and benefits debit cards. This groundbreaking, year-round program includes a website, blog, active social media presence, podcast, videos, comics, fact sheets, and a variety of sales support and enrollment support materials. All materials can be branded to individual DataPath clients or their customers.



Multi-Themed Marketing Materials Library and Marketing BPO Services

DataPath clients have access to a comprehensive library of themed marketing materials in three coordinated designs. These range from simple to complex, including items such as comparisons of the different types of employer-sponsored plans, in-depth enrollment booklets, debit card FAQs, investment guides, commonly used forms, and much more. There are also a variety of educational videos and BPO services such as blog and social media posting. All printed and video materials can be branded to individual DataPath clients or their customers.

A la Carte Custom Marketing Services

DataPath clients can use DataPath Dollars to purchase custom marketing services from our Partner Marketing department. Clients have the opportunity to receive professional marketing consultation and to have our industry-experienced marketing staff develop custom materials for their specific needs. Whether it's a brochure, direct mail piece, PowerPoint presentation, flyer, customer survey, sales video, custom form, email template or something else, we're here to help.

"I like DataPath's Partner Marketing program. The professionalism, the animation, the artwork – it's all very well done and really helpful."

- Victor Norris,
President, Corporate Coverage

Marketing Support Hotline

DataPath clients can call (833) FOR-TPAS for direct access to our marketing department when they have a question or otherwise need immediate assistance.

"DataPath's Partner Marketing is a wonderful resource and their marketing team is easy to work with. Their work helps differentiate us and enables us to provide the best possible branded service and relationships."

- Neil Bartholomew
Founder, Eagle Ridge Services

**Contact us today to learn more
(800) 633-3841**

¹ DataPath Dollars have no actual cash value. One DataPath Dollar equals one U.S. dollar in Partner Marketing value.

² Winner, 2020 Digital Health Awards; Gold Winner, 2020 AVA Digital Awards; Gold Winner, 2019 AVA Digital Awards; Gold Winner, 2019 Hermes Creative Awards; Winner, 2019 Marcom Awards; 2019 Digital Innovator, Employee Benefit News (EBN); Winner, 2018 Marcom Awards; Winner, 2018 Digital Health Awards; Winner, 2018 National Health Information Awards (NHIA).



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