



Eaton Market Development Funds guideline

Eaton Power Advantage Partner Programme

General rules

As a valued member of the Eaton Power Advantage Partner Programme, we are pleased to provide you with more information about one of the key benefits to which you are entitled.

The Eaton Market Development Funds (MDF) programme supports and encourages demand generating marketing activities. Eaton Premium and Authorised Power Advantage Partners can use these funds to tailor their marketing and business development efforts in order to create a unique presence for their company in the marketplace.

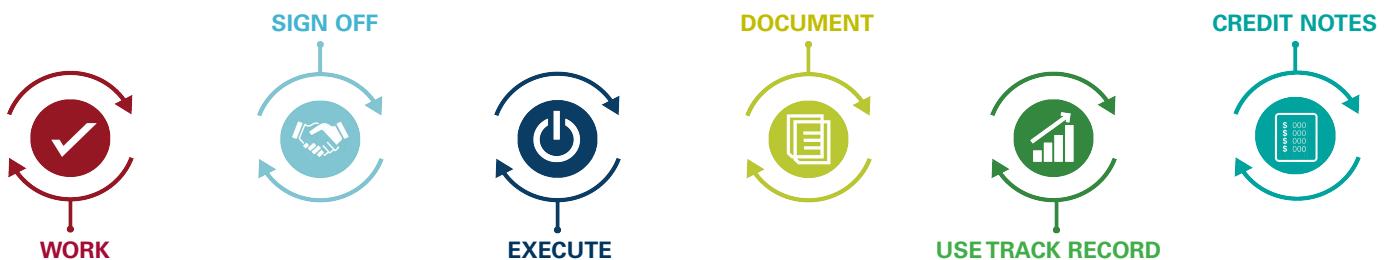
Every decision on how to spend the **Market Development Funds (MDF)** should be **informed by data**, and the **results** of every action we take should be bookmarked for future reference to ensure that the budget was spent on the activities that bring the best results. Thus, the Market Development Funds process has been streamlined to enable you to plan and distribute the funds in a structured and transparent way.

Eligibility for the Eaton Power Advantage Partner Programme

MDF funds are available to qualified partners who have collaborated with Eaton sales and marketing account managers on their go-to-market plans. To be considered, these requests must be part of a brand awareness, demand generation or sales enablement marketing programme focused on Eaton's product portfolio and must be based on Eaton channel marketing campaigns messaging and content.

MDF process steps

This programme is subject to a six-step process, and below you will find the details to walk you through the requirements.



Step 1



WORK with Eaton to understand the details of the MDF process

- **Market Development Funds (MDF)** are made available to help our channel partners sell Eaton products and create local awareness about the brand.
- At the beginning of each year, a fund is created based on the planned current-year purchases of agreed groups of products.
- The MDF should be spent on **activities that foster development and create demand** including local marketing, training and promotions.
- The following demand generation marketing activities are approved and may be included:

Digital activities (online marketing campaigns incl. banners, product sub-landing pages, brand pages, search promotions, email newsletters, etc.)

Customer loyalty events (e.g. open house / Eaton Day / Lunch and Learn)

Trade shows / exhibitions

Eaton trainings

Webinars

Point of purchase merchandising

Sales promotions

Joint sales calls programme

Co-branded collateral

- MDF funds are reimbursed to the distributor based on credit notes for approved expenditures that generate leads or promote Eaton products, together with accompanying documentation confirming the performance.
- MDF funds will be available to Eaton Authorised and Premium Partners who have collaborated with Eaton sales and marketing account managers on their go-to-market plans.
- In order to be eligible for the MDF, as Premium or Authorized Partner, every year you must complete an Eaton Advantage Marketing Plan for agreed, joint marketing activities as Market Development Funds are not equal to fixed bonus.
- Document must include a detailed plan (with clear indication of MDF activities) with KPIs and metrics agreed on monthly timelines.
- Eaton Authorised and Premium Partners must follow up on their MDF-backed activities by documenting the MDF-supported marketing activities and their results.

Step 2



SIGN OFF on the Advantage Marketing Plan

- Sign off on the **Advantage Marketing Plan** for agreed, joint marketing activities, which can be added as an appendix to the commercial agreement.
- The documentation must include **detailed marketing activities** (with clear indication of MDF ones) with agreed monthly **timelines**, as well as **KPIs & metrics**.

Step 3



EXECUTE the Advantage Marketing Plan

- As a member of the Eaton Power Advantage Partner Programme, you will receive all the necessary support for the execution of your marketing activities.

Step 4



DOCUMENT the results of marketing efforts, keep Eaton apprised

- Partners are required to document the agreed KPIs in order to help Eaton to evaluate the effectiveness of deployed campaigns and activities.
- Partners must report on MDF activity performance using the **MDF results** monitoring form.



- Partners are obliged to fill in the form no later than **30 days** after the **activity end date**.
- After submitting the form they will receive the **submission summary**.
- Partners are required to provide Eaton with **proof of activity**, by an email (forwarding the submission and attaching the proof of activity).
- Full list of KPIs and required proof activity can be found on the next page.
- Partners are also required to follow up on their MDF-backed activities in terms of the sales leads generated by a marketing event, webinar or other activity.

Step 5



USE TRACK RECORD for future MDF planning or to adjust the current-year plan

- Partners must be aware that tracking the effectiveness of MDF activities is crucial to ensure that the budget was spent on the activities that bring the best results.
- Regular reviews enable adjustments of the current-year plan and help with the planning for the following year.

Step 6



CREDIT NOTES are only awarded for documented activities

- Only activities for which claims with proof of performance of activities against agreed KPIs have been submitted will conclude with a credit note.
- We reserve the right to audit or request verification of any claims submitted.

Key Performance Indicators (KPIs) and required proof of activity

Activity types	Key Performance Indicators (KPIs)	Proof of activity
Paid advertising Google Ads* Google display ads	<ul style="list-style-type: none"> • number of impressions • number of clicks • cost per click 	<ul style="list-style-type: none"> • screenshot of web advertisement • URL of landing page (for paid ad)
Banner (own page)	<ul style="list-style-type: none"> • number of impressions • number of clicks • cost per click 	<ul style="list-style-type: none"> • screenshot of web of advertisement • link to the webpage
Emailing / newsletters	<ul style="list-style-type: none"> • number of emails sent • number of unique opens • number of forwards • number of clicks (to Eaton content) 	<ul style="list-style-type: none"> • copy of newsletter or email
Social media	<ul style="list-style-type: none"> • number of impressions • number of clicks • number of reaction (e.g. likes) • number of shares 	<ul style="list-style-type: none"> • screen shot of social media post • link to the social media post
Brand pages / product pages	<ul style="list-style-type: none"> • number of views • number of views by source • number of orders • total sales • total number of customers • number of new customers 	<ul style="list-style-type: none"> • full URL and visual of landing page
SEO	<ul style="list-style-type: none"> • number of Google impressions • number of clicks 	<ul style="list-style-type: none"> • Search Console report
Telemarketing / joint sales calls program	<ul style="list-style-type: none"> • number of outbound calls • number of answered calls • sales opportunity (monetary value) 	<ul style="list-style-type: none"> • telemarketing script • invoice for agency fee
Training	<ul style="list-style-type: none"> • number of registered attendees • number of attendees • customer satisfaction survey rating 	<ul style="list-style-type: none"> • agenda • invitation
Sales promotion	<ul style="list-style-type: none"> • type of promotion • promoted products • sales incremental revenue 	<ul style="list-style-type: none"> • copy of promotional marketing materials

Activity types

Key Performance Indicators (KPIs)

Proof of activity

Customer loyalty event

- number of registered attendees
- number of attendees

- agenda
- photo from the event
- invoices of 3rd party costs

Webinar

- number of invited customers
- number of registered attendees
- number of attendees live
- number of attendees post event

- agenda
- invitation

Tradeshow /exhibition

- trade show name
- number of visitors at booth
- number of invited attendees
- number of detected leads

- project plan
- photo from the tradeshow / exhibition
- invoices of 3rd party costs

EDI

- current implementation status

- document confirming the current implementation status

Point of sales merchandising

- sales incremental revenue

- visuals of materials
- photo after the implementation

Co-branded collateral

- number of copies

- one hard copy
- invoices of 3rd party costs

