

# JOIN THE ACT-ON PARTNER PROGRAM

## PARTNER TIERS



### Tap into the fastest growing marketing automation platform!

Industry-leading marketing technology? Check. World-class partner program? Check. The Act-On Partner Program provides an opportunity for your firm to expand your portfolio of services, build your client base, and get industry-leading referral commissions.

	Referral Partner	Select Referral Partner	Reseller
<b>Annual Fee with Exceptions</b>	N/A	Annual Fee or Managed Service Partners w/ \$25K+ annual	Annual Fee or Key Account / Meets Performance Requirements
<b>Fees</b> (yearly w/ exception if targets are hit)	\$0	\$3,000	\$5,000
<b>Referral Payout: Initial Deal</b> (Partner Generated)	10%	20%	N/A
<b>Referral Payout: Upsell During Year One</b>	N/A	10%	N/A
<b>Reseller Discount Off List Price</b>	N/A	N/A	30%
<b>Referral Payout: Pipeline Influenced</b>	5%	5%	5%
<b>Compensation on Renewals</b>			 (same as initial deal)
<b>REQUIREMENTS - CERTIFICATIONS</b> (must be completed in 90 days)			
<b>Act-On Platform Master Certifications</b> (per account)		2	4
<b>Act-On Sales Overview/Demo Certifications</b> (per account)		2	4

	Referral Partner	Select Referral Partner	Reseller
<b>BENEFITS</b>			
Listed on Partner Directory		✓	✓
Partners Badges for Partner Website		✓	✓
Access to Partner Portal		✓	✓
Co-branded Content + Materials		✓	✓
Act-On Instance (up-to 2,500 ACs)		✓	✓
Access to Act-On University	✓	✓	✓
Implementation with Act-On CSM		✓	✓
Free Act-On Certification within first 90 days to certification		✓	✓
Channel Account Manager		✓	✓
Kick Off Call with Channel Team		✓	✓
Demo Training		✓	Initial Workshop / On-going
Press Release (partner executes)		✓	✓
Free Demo Account		✓	✓
Cadence Calls with Channel Team		✓	✓
Call Shadowing with Sales Team		✓	✓
Partner Marketing Manager		✓	✓
Quarterly Marketing Plans		✓	✓
Quarterly Comprehensive Business Review		✓	✓
Marketing Automation Bootcamp			✓
Marketing Strategy Session			✓
Business Strategy Session			✓
<b>ANNUAL PERFORMANCE REQUIREMENTS: LEADS &amp; PIPELINE</b>			
Pipeline Generated (not influenced)	N/A	\$100,000	N/A
Net-Revenue Generated	N/A	N/A	\$100,000