



TapClicks  
Partner Program

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# **00** THANKS FOR YOUR INTEREST IN TAPCLICKS PARTNER PROGRAM

We are committed to listening and learning from our Partners and growing with you. When you Partner with TapClicks, you get a rich set of tools and resources along with a growing ecosystem of other partners that can help you expand the value you provide to your customers. As you progress through the program, you will experience more benefits that will help you grow and develop your organizations capabilities.

We're building a community designed to meet the needs of Marketers and helps to simplify the increasing complexity of the growing marketing landscape. I look forward to establishing a strong partnership with you that meets and exceeds the needs of marketers around the world.



**Noah Jacobson**

SVP Business Dev & Partnerships

# 01 OVERVIEW

The TapClicks Partner Program is for companies that want to build an integration with their application and TapClick's. However, partnering with TapClicks goes beyond integration. Our partnership delivers a community purpose-built to serve the growing needs of Marketers, and Agencies that are faced with increasingly sophisticated technology and data landscape. When you join the community, you have access to a growing ecosystem of solutions, ideas, and exposure to new markets.

## Join Our MarketPlace

- Exposure to 4,000+ Brands, Media Companies and Agencies
- MarketPlace Listing

## Co-Marketing

- Joint Marketing with TapClicks
- Content & Thought Leadership Collaboration

## Enhance your Own Offering

- Use TapClicks direct for your own customers

## Certification

- More Referrals from TapClicks Team
- Spotlighted Market Branding

# 02 TIERED PARTNERSHIPS THAT FIT

Our Partnership tiers are designed to fit the needs of various organizations and solutions. In addition, the levels are built to encourage partners to grow with TapClicks and as our partnership matures the tiers deliver increasing value to partners. The following outlines the tier partner profiles.

## START-UP

- Partners with newly developed Mar-tech
- Limited application deployments. Less than 5

## SELECT

- Partners with more than 5 application deployments
- Established application support and training

## CERTIFIED

- Partners with more than 5 application deployments
- Completed TapClick certification criteria

## PREMIER

- Partners with strategic relationship management
- Joint go-to-market agreement

# 03 THE BENEFITS OVERVIEW

The following outlines the partner benefits at each tier level.

BENEFITS	START-UP	SELECT	CERTIFIED	PREMIER
Referral Fee for New Deals	✓	✓	✓	✓
Social Media Content Syndication	✓	✓	✓	✓
TapClicks Partner Awards	✓	✓	✓	✓
Demand-Generation Campaigns In-a-box	✓	✓	✓	✓
Marketplace Tile w/Link		✓	✓	✓
Partner Summit Invite		✓	✓	✓
Joint Webinars on Industry Topics		✓	✓	✓
Joint Business Development & Account Planning		✓	✓	✓
Dedicated Partner Sales Enablement Portal		✓	✓	✓
Marketing Resource Center Access		✓	✓	✓
TapClicks Product & Sales Training		✓	✓	✓
Internal Solution & Partner Spotlight			✓	✓
Press Release with TapClicks Quote			✓	✓
Engagement in Co-Marketing Activities			✓	✓
Mutual Client Case Studies			✓	✓
Partner Account Manager			✓	✓
Certified/Premier Branding			✓	✓
Priority Support				✓
Certification Support Training				✓
External Solution Spotlight & Featured Blog Posts				✓
Sponsored Conferences				✓

# 04 MANY SOLUTIONS ONE MARKETPLACE

Our MarketPlace is a growing community of TapClick partners that are integrated into our suite of tools. The MarketPlace includes over 200 partner integrations, and new solutions are added every month.

TapClicks MarketPlace users trust our partner applications to meet their marketing needs because they know our partners' solutions are vetted and integrations are monitored and supported.

Many of the most popular marketing applications are already integrated on the MarketPlace, and being used by thousands of TapClick customers. Sign-up and Tap into the value our MarketPlace provides.



# **05** TAPCLICKS CERTIFICATION

TapClick partners that are certified get more out of the partner program because they put more into it. Certified partners enjoy competitive differentiation with a unique category listing and branding on the Marketplace, receive more referrals, and are spotlighted in TapClicks marketing, and are eligible for co-marketing benefits such as events, press releases, blogs, and more.

The goal of the TapClicks Partner Certification program is to give our customers next-level services, and support on the applications they trust to help run their business and support their customers. Certification addresses critical areas such as data security and confidentiality standards to ensure secure transmission and storage of information to meet and exceed privacy and regulatory compliance requirements. In addition to the regulatory standards Certified Partners provide reliability minimums such as advanced notifications on maintenance, high-9s uptime, support response minimums within 2-hours, primary, secondary, and emergency support contacts, all guaranteed with detailed service level agreements.





Our partnership program is an ecosystem built to include technical support, marketing, and community access. We encourage anyone to add to our solutions and marketplace. We are committed to working with you to ensure your solution meets our application integration requirements so that we can meet the business needs of our mutual customers.

Are you ready to become a TapClicks partner

[www.tapclicks.com/partners/](http://www.tapclicks.com/partners/)