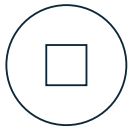


# Agency Partner Program

Emarsys Agency Partners unite best-in-breed agencies and system integrators who share the desire to drive customer success and unlock the full value of their clients.

By joining Emarsys' vibrant partner community, you will gain access to the very best of what a premier global digital market solution provider has to offer: global reach, marketing support, and access to a vast range of expertise.

Whilst our programs are tailored to fit our different partners' individual needs, they all share three fundamental guiding principles:



## Simplicity

A winning approach will always be straightforward, and with this in mind we've flattened our partner structure, allowing for all partnerships to thrive freely with no hindrance along the way.



## Reciprocity

For a partnership to be successful, let alone worthy of the title partnership, we believe it must be built on mutual value. That's why we've designed our program to ensure our partnerships are balanced and fair.



## Accessibility

Our mission is to work with the best-in-breed of marketing, therefore our partner program is free; absolutely no annual fees. It does not depend on the depth of your pocket, but on your hunger for success.

## Partnerships Types

### System Integrators

System Integrators facilitate the connection of the Emarsys platform with a client's chosen e-commerce solution.

### Referral Agencies

Referral Agencies leverage the Emarsys platform to build value-adding services that help their clients drive and maximize success.

### Resellers

Resellers are an extension of Emarsys, providing full support to clients including implementation of the Emarsys platform, training, and support.

# Partnerships Benefits

	System Integrators	Referral Agencies	Resellers
<b>Lead Generation &amp; Marketing Support</b>			
Listing on the Emarsys partner directory with lead generation form	•	•	•
Sponsorship and speaking opportunities at Emarsys events	•	•	•
Eligibility for Market Development Funding (MDF) to support joined activities	•	•	•
Promotion of partner-led content and events	•	•	•
Access to Partner Portal with instant access to marketing and sales resources	•	•	•
Monthly newsletter with marketing and product updates	•	•	•
Certified Emarsys partner badge	•	•	•
<b>Tech/Sales Support and Training</b>			
Dedicated Partner Manager	•	•	•
Lead referrals	•	•	•
Co-sell support from Emarsys' cross-functional team	•	•	•
Sales onboarding 1 – opportunity to present high level benefits of Emarsys	•	•	•
Sales onboarding 2 – opportunity to provide sales-level demonstration of Emarsys sales deck and platform	On request	On request	•
Emarsys platform onboarding 1 – agency able to use platform on behalf of their clients	-	On request	•

Are you a mover and shaker? Do you thrive in fast-paced environments? Do you love good technology?  
The journey starts at [emarsys.com/partnerships](https://emarsys.com/partnerships). **We look forward to hearing from you!**

## Integrated Platforms



## Featured Partners

