

# Attentive Partner Program



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- 01** Program Overview
- 02** Partner Tiers
- 03** Benefits at a Glance
- 05** Technology  
Partner Program
- 08** Program Requirements
- 10** Resources

# Program Overview

Welcome to the Attentive Technology Partner Program. This program is designed to create unique experiences for our mutual clients and in turn, generate business together. Our team is committed to helping your business scale and drive growth for your clients by delivering authentic, personalized experiences.

We designed the technology program to work for our partners so we can do more, together. The program consists of three tiers, each with its own benefits and requirements.



## Partner Tiers

- Attentive Certified Partner
- Attentive Premier Partner
- Attentive Elite Partner



## Benefits at a Glance

- Partnership Support
  - Product & Technical Support
  - Co-Marketing & Enablement
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# Partner Tiers

## Attentive Certified Partner

Our Certified technology partners are a critical part of our partner ecosystem. We rely on our certified partners to help our clients connect to their SMS program to their entire tech stack, so they can communicate with their customers in a more personalized way. Certified partners receive dedicated support to ensure our mutual clients have a great experience and continue to grow!

## Attentive Premier Partner

Our Premier partners have been identified as integrations that our clients prefer. The integration is in high use and there has been a joint effort in promoting these integrations to our customer bases. Premier partners receive not only product support, but receive opportunities to co-market with Attentive to drive additional awareness of our integration and overall partnership.

## Attentive Elite Partner

Our Elite partners have gone above and beyond. They have aligned directly with Attentive to offer a joint solution that can drive strong adoption, and generate new business for both parties. If invited into the Elite tier, partners have the ability to align and build relationships with stakeholders across the entire Attentive organization (product, sales, client strategy, marketing, etc.) These partners are Attentive's top recommended apps to our 8,000+ clients.

By agreeing to be invited to Elite tier, you are agreeing to co-develop a strategic go-to-market plan with Attentive that aligns on the following:

- **Referrals**
- **Leads generated through co-marketing**
- **Plans around supporting and enhancing integration**  
Each Elite and Premier partners are offered to have a business review twice a year, based on the prior 6 months of performance
- **Adoption goal for integration**  
In order for Premier partner to move into Elite, they must agree to these business reviews

# Benefits at a Glance

## Program-Wide Benefits

### Co-Marketing Toolkit

Access a range of carefully crafted templates ready for customization and co-branding to effectively go to market with Attentive..

[Access Toolkit](#)

### Technology Partner Badge

Earn a customized Attentive partner badge to display on your website and client-facing resources to let your audience know you're an SMS expert.

### Attentive Free Trial

Give clients the opportunity to try Attentive risk-free to experience easy mobile subscriber growth and send messages that drive action.

### White-Glove Support

Reach out to our white-glove team directly within the Attentive UI or via email to provide product support when needed.

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## Certified Benefits



### Shared Slack Channel\*

Access our shared Slack channel to get in touch with the Attentive team for product development purposes.

### Enablement Programs and Trainings\*

Stay up-to-date on Attentive products and learn how to position Attentive with our online enablement programs and trainings.

## Premier Benefits



### **Dedicated Partner Manager\***

Collaborate with your dedicated Partner Manager to effectively co-sell and understand business goals.

### **Dedicated Partner Marketing Manager\***

Work with the Attentive Partner Marketing team to constructively co-market (webinars, partner spotlights, co-branded content).

### **Partner Planning and Business Reviews\***

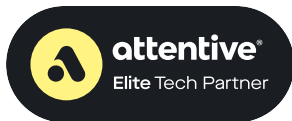
Participate in bi-annual business reviews to gain an understanding of the scope of the partnership and integration, and plan for the upcoming quarters.

### **Event Sponsorships/Speaking Opportunities\***

Participate in speaking opportunities, in-person experiential events, co-sponsored industry conferences, webinars, and more.

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## Elite Benefits



### **Presentation Opportunities with Sales and Client Strategy**

Increase your brand visibility among Attentive sales and client strategy.

### **Targeted Sales Email Campaigns**

Work with your dedicated Partner Marketing Manager to launch email campaigns to segmented audiences that increase awareness and generate leads.

### **Dedicated Partner Engineer**

Collaborate with your dedicated Partner Engineer to ensure product support and integration enhancement.

### **Preferred Pricing**

Customers of our Elite Technology Partners are eligible to receive preferred pricing for Attentive Services.

### **Free Attentive Account**

Support your personal marketing initiatives with access to your own Attentive account.

\*available to higher tiers

# Technology Partner Program

REQUIREMENTS (ON A ROLLING 12 MONTH PERIOD)			
QUALIFICATIONS	CERTIFIED	PREMIER	ELITE
Signed Partner Agreement	✓	✓	✓
Approved app in the Attentive UI*	✓	✓	✓
Number of Installs per year*	1-20	21-49	50+ Installs
Minimum Estimated GNB Commitment**	\$0	\$600,000+	\$1,200,000+
Business Planning and Partnership Reviews		✓	✓

BENEFITS   PARTNERSHIP SUPPORT			
QUALIFICATIONS	CERTIFIED	PREMIER	ELITE
Access to Attentive Partner Portal	✓	✓	✓
Account Mapping & Strategy Session	Considered	✓	✓
Named Partner Manager		✓	✓
Partner Planning and Business Reviews		✓	✓
Shared Slack Channel		Considered	✓
Extended 60 free trial (FOR QUALIFIED REFERRED CLIENTS)		Considered	✓
Access to Attentive Leadership team		Considered	✓
Preferred Pricing			✓

\*Exceptions made on a case-by-case basis

\*\*Estimated GNB Commitment refers to net new opportunities driven by partner through direct referrals and co-marketing activities

# Technology Partner Program

BENEFITS   PRODUCT & TECHNICAL SUPPORT			
QUALIFICATIONS	CERTIFIED	PREMIER	ELITE
Attentive Test Account	✓	✓	✓
Shared Slack Channel for Development	✓	✓	✓
Named Partner Engineer		Considered	✓
Access to Product Betas		Considered	Prioritized

BENEFITS   APP LISTING			
QUALIFICATIONS	CERTIFIED	PREMIER	ELITE
App Listing in Attentive UI	✓	✓	✓
Featured App Placement		Annually	Quarterly

BENEFITS   PARTNER ENABLEMENT			
QUALIFICATIONS	CERTIFIED	PREMIER	ELITE
Access to online Enablement Programs and Trainings	✓	✓	✓
Presentation Opportunities with Client Strategy		Considered	Prioritized
Presentation Opportunities with Sales		Considered	Prioritized
Dedicated Slide in Attentive Sales Deck			Prioritized



# Technology Partner Program

BENEFITS   MARKETING SUPPORT			
QUALIFICATIONS	CERTIFIED	PREMIER	ELITE
Technology Partner Badge	✓	✓	✓
Attentive Partner Directory	✓	✓	✓
Marketing Toolkit***	✓	✓	✓
Named Partner Marketing Manager		✓	✓
Partner Spotlights (newsletters, social, email, etc.)		✓	✓
Invitation to proprietary events and speaking opportunities (in-person or virtual)		✓	✓
Co-Branded Content (case studies, blogs, etc.)		✓	✓
Integration Launch Marketing Support		Considered	✓
Partner Co-Marketing Requests		Considered	Prioritized
Targeted Sales Email Campaigns			✓

\*\*\*Marketing Toolkit: PR Template, Co-branded Collateral Templates, Attentive Logo

# Program Requirements

## Minimum Estimated GNB (Gross Net Booking) Commitment

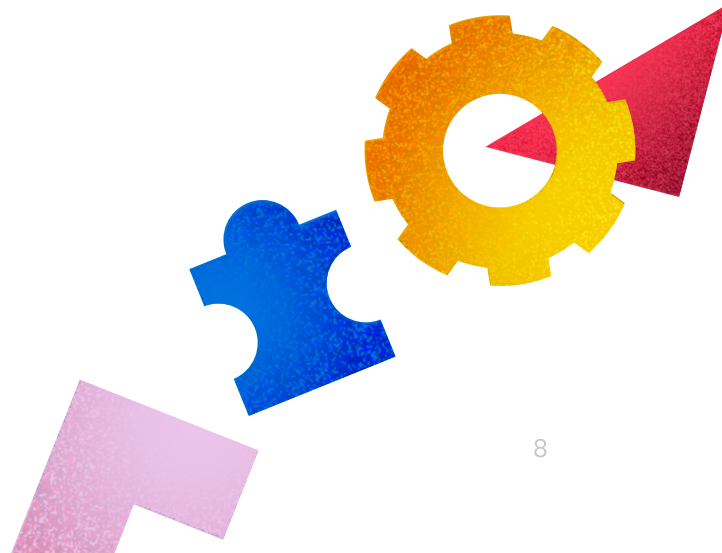
- Minimum Estimated GNB is a requirement for the Premier and Elite Partner Tiers. The Minimum Estimated GNB Referred commitment considers the trailing 6 months estimated GNB commitment (SMS + email). The referral must be qualified, but does not need to be closed won to receive credit.
- Estimated GNB is determined based on the tier, geography, and vertical of the referral. Attentive utilizes estimated GNB in order to attribute credit to our partners as soon as the referral is qualified. To get more information on estimated GNB, please reach out to your Partner Manager.
- SMS referrals count toward the GNB minimum at a \$1:\$1 ratio. Email referrals count toward the MRR minimum at a \$2:\$1 ratio.

How is a referral submitted?

- Partners may submit referrals through 1) email introduction or 2) a dedicated landing page (by invitation only).

What is a qualified referral?

- A qualified referral must meet a minimum lead score threshold determined by Attentive that evaluates several criteria including, but not limited to, sub-vertical, geography, web traffic, etc.



# Program Requirements

## Signed Partner Agreement

All partners must sign the Partner Program Agreement. Program guidelines and expectations are included within the agreement.

## Attentive Partner Onboarding

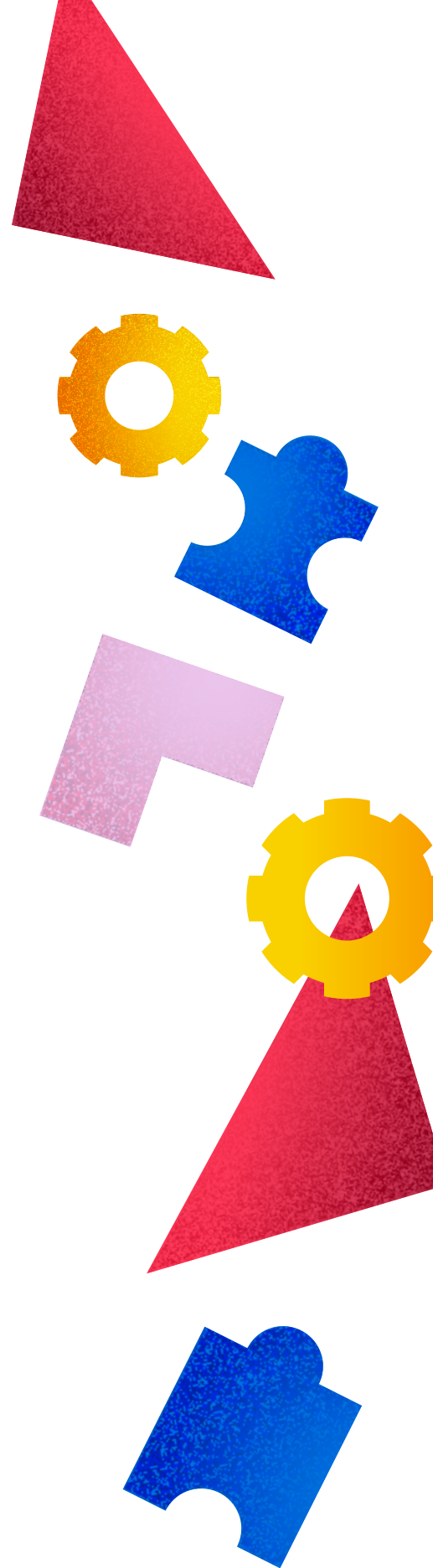
All partners must attend onboarding. During these sessions, partners will learn how to position Attentive to their clients, how to add SMS as a service, and how to interact with Attentive resources to make sure clients have the best experience possible.

## Attentive Partner Product Certification

Partners are encouraged to have every member of their team receive Attentive product certification. By going through a series of videos and tests, Partners will become experts in the product and receive a certificate to add to email signatures, LinkedIn profiles, etc.

## Visibility of Attentive Brand on Website

Partners who have earned Gold tier or higher are required to mention Attentive on their website. Partners may share the partner tier badge, the Attentive logo, a dedicated landing page, or any preferred form of visibility to match their brand voice and website theme.



# Resources

## Sales Resources

[One Pager Template](#)

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## Developer Experience

[Attentive API's](#)

[API Certification](#)

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## Marketing Resources

[Co-Marketing Toolkit](#)

[Texts We Love](#)

[Partner Directory](#)

[Attentive Blog](#)

[Guides & Research](#)

[Events & Webinars](#)