

# Attentive Partner Program



**attentive**<sup>®</sup>

# Referral Track

\*% of net revenue

QUALIFICATIONS	REFERRAL	SILVER	GOLD	PLATINUM
Signed Partner Agreement	✓	✓	✓	✓
Registered for Partner Portal	✓	✓	✓	✓
Completed Partner Onboarding		✓	✓	✓
Completed Attentive Partner Product Certification		✓	✓	✓
Attentive SI Certified if applicable			✓	✓
Attentive Logo and Backlink to attentive.com on Website			✓	✓
Minimum MRR Referred		\$2,500	\$5,000	\$10,000

PARTNER BENEFITS	REFERRAL	SILVER	GOLD	PLATINUM
Revenue Share - Referred Accounts*	10% for 12 months	10% for 12 months	15% for 18 months	15% for 24 months
Access to Attentive Free Trial for Qualifying Referrals	30	30	30	30-60
White Glove Support	✓	✓	✓	✓
Attentive Partner Badge		✓	✓	✓
Listing on Public Attentive Partner Directory				✓

# Referral Track

MARKETING BENEFITS	REFERRAL	SILVER	GOLD	PLATINUM
Co-Marketing Templates			✓	✓
Invitations to Proprietary Attentive Events			✓	✓
Event Sponsorships				✓
Co-Branded Content (case studies, blogs, etc.)				By Invitation Only
Attentive Partner Advisory Board Membership				By Invitation Only

PARTNER ACCESS	REFERRAL	SILVER	GOLD	PLATINUM
Partner Portal	✓	✓	✓	✓
Sandbox Account (Upon Request)	✓	✓	✓	✓

# Managing Track

\*% of net revenue

QUALIFICATIONS	SILVER	GOLD	PLATINUM	DIAMOND
Signed Partner Agreement	✓	✓	✓	✓
Registered for Partner Portal	✓	✓	✓	✓
Completed Partner Onboarding	✓	✓	✓	✓
Attentive SI Certified if applicable	✓	✓	✓	✓
Attentive Logo and Backlink to attentive.com on Website		✓	✓	✓
Minimum MRR Referred	--	\$5,000	\$10,000	\$20,000
Minimum MRR Managed	<\$12,500	\$12,500	\$25,000	\$50,000

PARTNER BENEFITS	SILVER	GOLD	PLATINUM	DIAMOND
Revenue Share - Referred Accounts*	10% for 12 months	10% for 12 months	15% for 18 months	15% for 24 months
Revenue Share - Managed Accounts*	2%	3%	4%	5%
Attentive Free Trial for Qualifying Referrals	30	30	30	30-60
White Glove Support	✓	✓	✓	✓
Attentive Partner Badge	✓	✓	✓	✓
Dedicated Agency Strategist		✓	✓	✓
Listing on Public Attentive Partner Directory	✓	✓	✓	✓
Preferred Pricing for Clients		✓	✓	✓
Attentive Leads Program			Eligible	Prioritized

# Managing Track

MARKETING BENEFITS	SILVER	GOLD	PLATINUM	DIAMOND
Co-Marketing Templates		Eligible	✓	✓
Invitations to Proprietary Attentive Events		✓	✓	✓
Event Sponsorships			✓	✓
Co-Branded Content (case studies, blogs, etc.)			Eligible	Prioritized
Attentive Partner Advisory Board Membership			Eligible	Prioritized

PARTNER ACCESS	SILVER	GOLD	PLATINUM	DIAMOND
Access to Partner Portal	✓	✓	✓	✓
Sandbox Account (Upon Request)	✓	✓	✓	✓
Access to Attentive Leadership			Prioritized	Quarterly
Access to Beta Releases			Eligible	Prioritized

# Benefits at a Glance

## Program-Wide Benefits

### Attentive Free Trial

Clients can try Attentive risk-free to experience easy mobile subscriber growth and send messages that drive action.

### White-Glove Support

Our white-glove team can be reached via email or directly within the Attentive UI to provide product support when needed.

### Partner Portal

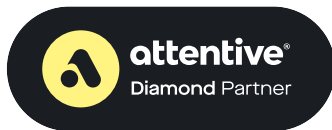
Create an account as part of onboarding and gain access to co-branded assets, training, sales dashboards, and much more.

### Attentive Sandbox

Browse features, test functionality, and learn about the Attentive platform.

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## Diamond Benefits



### Beta Releases\*

Access new products and features, and work hand-in-hand with our product team to deliver feedback.

### Attentive Leads Program\*

Connects partners we love with great brands looking for more support.

### Partner Advisory Council\*

Join top agency and e-commerce thought leaders at quarterly meetings with the Attentive Executive team.

### Co-Branded Content\*

Participate in Attentive case studies, blogs, ebooks, and more.

\*Available for Managing Track

## Platinum+ Benefits



### Free Attentive SMS & Email Account\*

Receive a complimentary Attentive account to boost your business.

### Event Sponsorships

Extend your audience by sponsoring Attentive events across the globe. There are several exciting opportunities across the US, Canada, and EMEA in 2023!

### Access to Attentive Leadership\*

Provide feedback on features, the program, share new ideas, and build relationships with the Attentive executive team.

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## Gold+ Benefits



### Dedicated Agency Strategist\*

Designed to be a strategic extension of your agency to offer guidance, optimize performance, and help you get the most out of your client programs.

### Attentive Events

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

### Attentive Marketing Templates

Access case study templates and co-branded one-pagers, available on-demand in our Partner Portal for easy access.

### Preferred Pricing\*

Favorable pricing packages make it easier than ever for your clients to get started on Attentive.

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## Silver+ Benefits



### Agency 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 Partner Directory Listing\*

Increase your brand visibility among Attentive customers and prospects. All partners will be able to make enhancements to their app listing.

\*Available for Managing Track