



# Clicktale Solution Partner Program

## Become a Clicktale Solution Partner



Clicktale taps into the wisdom and behavior of millions of visitors so that businesses can drive superior digital experiences. Complex behavioral patterns are synthesized based on millisecond-level actions (such as hovers and scrolls), enabling businesses to interpret their customers' digital body language and understand intent. The pioneer in Experience Analytics, Clicktale marries cognitive computing, machine learning and psychological research to automatically surface issues and answer questions that keep executives up at night. With unique behavioral data, clear visualizations, and world-class customer experience expertise, Clicktale is driving the "Experience Era" at the world's leading brands. Clicktale's global customer base includes the likes of Walmart, Microsoft, MetLife, Adobe, The Royal Bank of Scotland and Avis.

## Why partner with Clicktale?

### **Market leadership**

Partner with the world's first cloud-based Experience Analytics solution, with an unmatched reputation for delivering a competitive edge to global Fortune 500 customers such as Walmart, The Royal Bank of Scotland, Microsoft, and Lenovo.

### **Training and enablement**

Clicktale's world-class consulting organization and sales executives have deep domain expertise, strong industry backgrounds and insights gained from working with hundreds of the world's leading brands, that are passed along to you.

### **Superior accuracy**

Make the right decisions every time with patented behavioral technology that's the most accurate on the market.

### **Enterprise-scale**

Clicktale's robust and scalable cloud architecture enables superior customer experience management for the most complex digital properties.

### **Powerful integrations**

Our pre-built integrations with leading marketing, analytics and voice-of-customer solutions eliminate silos, allowing businesses to blend Clicktale behavioral data with data from other solutions and translate it into insights that lead to ROI.

### **Ironclad security and privacy**

Clicktale ensures the highest security standards with frequent audits, maximum privacy policies, and ISO 27001 certification.

## Program Benefits

As a Clicktale solution partner, you gain access to a variety of resources to help you grow your organization's customer experience practice and offerings. The following table outlines the benefits for each partner level:

Enablement Benefits	Member	Select	Premier	Strategic*
Welcome kit	✓	✓	✓	✓
Partner portal access	Eligible	✓	✓	✓
Clicktale auto recorder		✓	✓	✓
Initial Clicktale product sales training	Online	Online	On-Site	On-Site
Initial Clicktale product consulting training	Online	Online	On-Site	On-Site
Additional product sales and consulting training**	Paid	Discounted	Included	Included
<b>Marketing Benefits</b>				
Clicktale.com partner showcase	✓	✓	✓	✓
Partner program logo	✓	✓	✓	✓
Marketing templates and collateral	✓	✓	✓	✓
Jointly published success stories		Eligible	✓	✓
Joint webinars			Eligible	Eligible
Joint marketing opportunity		Eligible	✓	✓
Press release		Upon Approval	Joint	Joint
<b>Sales Benefits</b>				
Lead gen via partner showcase	✓	✓	✓	✓
Lead sharing from Clicktale		Eligible	✓	✓
Partner sales incentives		✓	✓	✓
Clicktale account exec mapping		Eligible	✓	✓
<b>Support Benefits</b>				
Clicktale partner manager	Team	Team	Named	Named
Clicktale partner tech project manager	Team	Team	Named	Named
Tech support	✓	✓	✓	✓
Deployment support	✓	✓	✓	✓
Consulting support	✓	✓	✓	✓

\* By invitation only

\*\*Not including travel-related costs

## Program Requirements

We're committed to your success. We welcome eligible resellers and professional services partners to our program. The following table is an overview of the program requirements at each partner tier.

<b>Resellers</b>	<b>Member</b>	<b>Select</b>	<b>Premier</b>	<b>Strategic*</b>
Signed partner program agreement	✓	✓	✓	✓
Sales and consultancy experience in digital marketing/customer experience		✓	✓	✓
Clicktale-related revenue commitment/Clicktale-related revenue under management**		\$300K	\$1M	N/A
Clicktale certified sales managers		1	2	2
Clicktale certified consultants		1	2	2
Joint business plan		✓	✓	✓
Clicktale executive sponsorship				✓
<b>Professional Services Partners</b>				
Signed partner program agreement	✓	✓	✓	✓
Sales and consultancy experience in digital marketing/customer experience		✓	✓	✓
Clicktale-related revenue commitment/Clicktale-related revenue under management**		\$300K	\$1M	N/A
Clicktale certified consultants		1	2	2
Joint business plan		✓	✓	✓
Clicktale executive sponsorship				✓

\* By invitation only

\*\* Per calendar year

## Ongoing Commitments

Resellers	Member	Select	Premier	Strategic*
Signed partner program agreement	✓	✓	✓	✓
Clicktale-related revenue under management**		\$300K	\$1M	N/A
Clicktale certified sales managers		1	2	2
Clicktale certified consultants		1	2	2
Maintenance of Clicktale certifications		✓	✓	✓
Maintain Clicktale branded landing page updated with up-to-date content		✓	✓	✓
Mutual customer case studies			✓	✓
Professional Services Partners				
Signed partner program agreement	✓	✓	✓	✓
Clicktale-related revenue under management**		\$300K	\$1M	N/A
Clicktale certified consultants		1	2	2
Maintenance of Clicktale certifications		✓	✓	✓
Maintain Clicktale branded landing page updated with up-to-date content		✓	✓	✓
Mutual customer case studies			✓	✓

\* By invitation only

\*\* Per calendar year

## Join Now

For more information or to join the Clicktale Solution Partner Program, email [partners@clicktale.com](mailto:partners@clicktale.com) or visit [www.clicktale.com/company/partners/](http://www.clicktale.com/company/partners/).

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Answer anything.