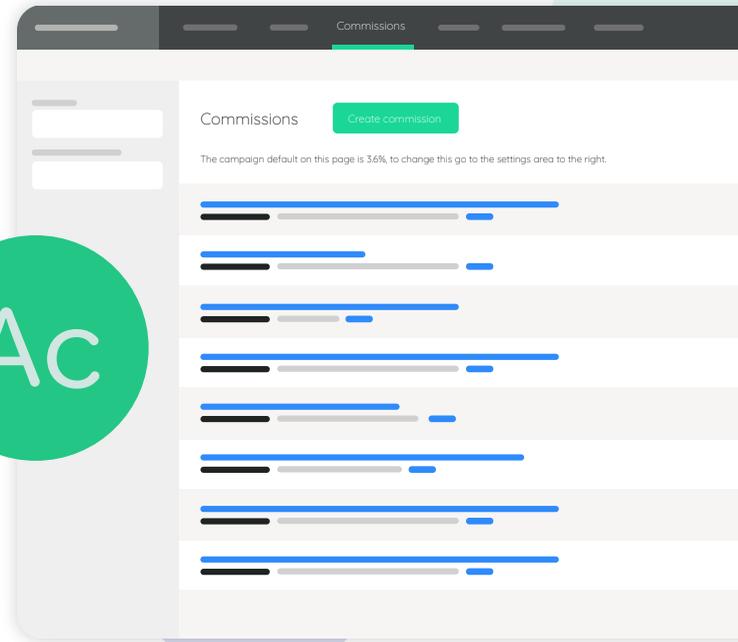


Service level overview

Introduction to Accelerate.



Designed for brands who have in-house DNA and need support ASAP

Accelerate is curated for brands with in-house DNA and an organizational commitment to establishing in-house partner marketing in a target timeline. Accelerate provides subject matter experts for a short to mid-term duration and a proven track record in successful in-housing support. Accelerate provides subject matter experts for a short-term duration, necessary for program lift-off and ramp. This service solution assists teams in getting their in-house practice of the ground.

Resources

Accelerate helps you quickly ramp your partnership program by supporting you with a multitude of resources including Customer Success, Services and an Executive Sponsor. These teams assemble to establish a short-term growth roadmap that maximize your potential for success, while offering longer term recommendations inclusive of strategy, tactical optimization, and channel expertise. In parallel, the Customer Success team will check in along the way to ensure your program is on track to achieve your performance goals and propose go-forward strategic recommendations.

Supplementary resources support your partnership program including Design, Partner Development, Quality, Integration and Support.

On-boarding support

Our Customer Success and Integration teams will work with you to ensure a quick and seamless on-boarding process. Customer Success will guide you through the kick-off while Integration will facilitate the technical on-boarding process.

On-demand resource center

Access our on-demand educational resource center which includes training, tutorials, and resource guides.

Program strategy

Establish strategic partnership plans annually with our team, while checking in quarterly to review program strategy and performance to goal. Our teams will offer recommendations on commissioning approaches, promotional cadence and optimization tactics through quarterly business reviews. Additionally, the team will review and update creative weekly to ensure relevant, high performing assets are available to your partners. Weekly status calls are scheduled to ensure alignment and progress against key initiatives.

Partner management and recommendations

Our team will recommend and approve new partners weekly to maximize your opportunity to activate partners that will help you reach your target audience and drive profitable growth. In addition, our team will should the task of fielding partner inquiries, manage your promotional calendar and distribute partner newsletters and communications. Supplementary resources support your partnership program including Design, Partner Development, Quality, Integration and Support.

Operational management

Leave it to our team to handle all operational tasks central to managing a partner program. Every month we will process order validations and corrections to ensure you don't pay commissions on returns or cancelled orders. We will also load creative assets, manage commission assignments and facilitate bonus payments to partners every week.

Reporting

While you can access our robust analytics and reporting suite at any time, our team will share weekly reports to keep you up to speed on program performance.

At-a-glance: Your customized team

Executive Sponsor

Manager, Customer Success
Client, education & satisfaction.

Senior Director, Services
Thought leadership, Best practices, oversight

Account Strategist
Data-driven strategic recommendations

Partner Manager
Strategic optimization for partner growth

Design Resources
Logos/Banners, Image updates, Ad hoc Creatives

Quality
Brand protection, Fraud protection, Publisher compliance

Integration
Onboarding, Audits, and Maintenance

Partner Dev
Rapport, Categorization and Performance

Support
Technical assistance & troubleshooting