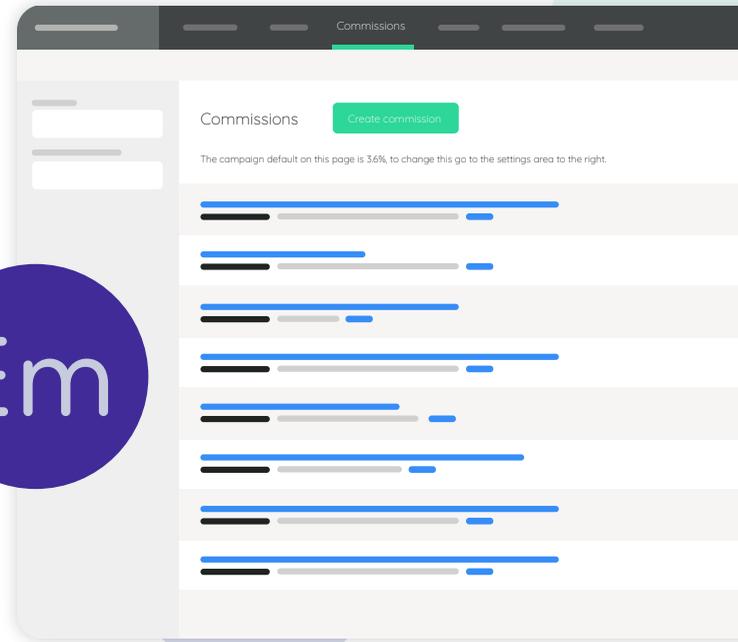
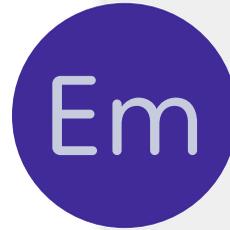


Service level overview

# Introduction to Empower.



## Designed for the unique needs of in-house teams

Empower is carefully curated for brands with fractional resources, focused on managing a day-to-day program lifecycle while seeking supplemental strategic advisory and access to actionable category level insights. Empower enables clients to learn partnership basics, while owning channel execution with a dedicated subject matter expert to direct strategy and provide direction for program success.

## Resources

With the Empower service solution, you and your team have full access to the Partnerize platform and tools that enable you to achieve profitable growth from your partnerships. In addition, Empower provides access to both Customer Success and Services resources. Customer Success ensures your partnership success, managing overall account health and offering channel insight and expertise, while Services guide partnership strategy, direct program optimization and provide guidance on best practices.

Supplementary resources support your partnership program including 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.

## Partner management and recommendations

Our team will provide insight into optimization opportunities across our partner base weekly and recommend new partners monthly to fuel program diversification and growth.

## Reporting

In addition to robust reporting available in our platform, our teams offer monthly performance reports to keep you in tune with program progress.

### At-a-glance: Your customized team

**Manager, Customer Success**  
Client, education & satisfaction.

**Senior Director, Services**  
Thought leadership, Best practices, oversight

**Partner Manager**  
Strategic optimization for partner growth

**Quality**  
Brand protection,  
fraud protection, Publisher  
compliance

**Integration**  
Onboarding, Audits,  
and Maintenance

**Partner Development**  
Rapport, Categorization  
and Performance

**Support**  
Technical assistance &  
troubleshooting