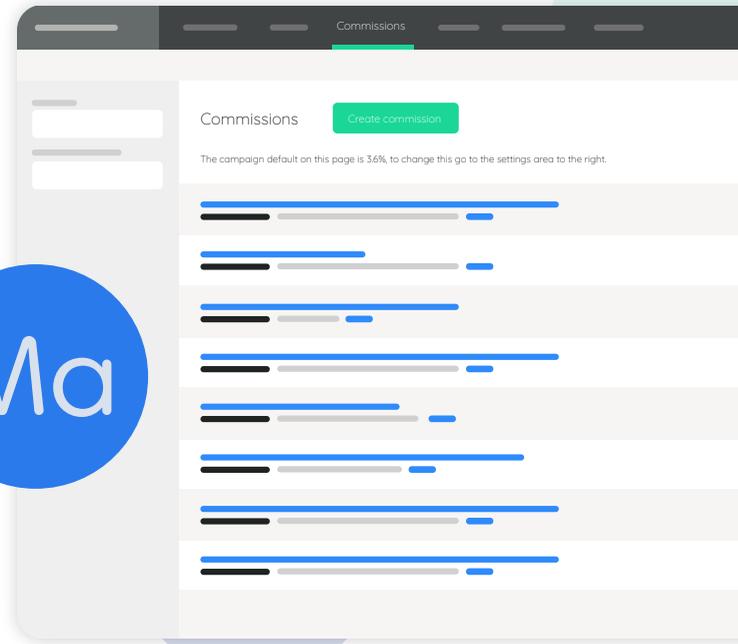


Service level overview

Introduction to Maximize.



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

For brands with internal resource gaps who require a single-vendor solution. We understand that hiring an agency might not be a viable option for you, but you still need a service capability to support your partnership program. We're here to fill that void. Maximize provides clients with a team of experienced channel specialists who develop channel strategy, manage execution, and provide detailed measurement and insight necessary for profitable growth.

Resources

Maximize is a comprehensive service solution supported by a full-service team. Your team is comprised of resources across Customer Success, Services and include an Executive Sponsor. These expert resources establish a team focused on ensuring the success and growth of your partnership program.



Customer Success

Serves as your go-to for success measurement and resource for sharing and implementing feedback.



Services

Responsible for program strategy, goal establishment, tactical optimization across partner identification, recruitment, commissioning, reporting and communication.



Executive Sponsor

Ensures business alignment to your strategic objectives and long-term needs.

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

Our team will work in partnership with you to create an annual strategic plan, ensuring alignment to your overarching business goals. We check 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. On a weekly cadence, the team will hold status calls to check in, as well as review and update creative to ensure relevant, high performing assets are available to your partners.

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.

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