

2021 Attentive Referral and Performance Agency Partner Requirements and Benefits

Referral and Performance Agency Partner Requirements

	Attentive Promoter	Attentive Prodigy	Attentive Pioneer
Partner Program Requirements			
Signed Partner Agreement	✓	✓	✓
Completed Partner Onboarding	✓	✓	✓
Attentive Brand Visibility on Website	✓	✓	✓
Target Account Sharing	✓	✓	✓
Attentive Exclusive SMS Partner			✓

Referral and Performance Agency Partner Benefits

	Attentive Promoter	Attentive Prodigy	Attentive Pioneer
	Sales & Marketing Benefits		
Named Partner Manager	✓	✓	✓
Access to Attentive Sales, Marketing, and Technology Resources	✓	✓	✓
Attentive Partner Badge	✓	✓	✓
First Access to Attentive Event Sponsorships and Invitations to Exclusive Partner/ Prospect Events		✓	✓
Listing on Attentive Partner Directory	✓	✓	✓
Attentive Co-Marketing Support	By invitation	✓	✓
Year 1 Revenue Share for Referrals	Eligible	Eligible	Eligible

Referral and Performance Agency Partner Benefits (cont.)

	Attentive Promoter	Attentive Prodigy	Attentive Pioneer
	Training and Enablement Benefits		
Access to Agency Training and Certification Programs	✓	✓	✓
Shared Slack Channel (Upon Request)		✓	✓
Quarterly Business Reviews with Agency Strategy Team		✓	✓
Win-Wires and Lunch & Learn Opportunities with Attentive Partnerships, Field Sales, and Client Strategy Teams		By invitation	✓
	Product Benefits		
Access to Beta Releases		By invitation	✓
Access to Product Roadmap Updates		✓	✓
Custom Integration Support		✓	✓

Benefits of Attentive's Partnership Program

Attentive Partner Directory

Signed partners get listed on our external [Partner Directory](#) for visibility across our diverse customer base. All partners have access to their listing where they can make enhancements such as adding content links, videos, and reviews.

Partner Portal Access

Once you have been accepted into our partner program, your Partner Manager will work with you to help you get set up in our [Partner Portal](#). This will give you access to co-branded assets, onboarding training, and sales dashboards.

Partner Marketing Content and Support

Our partners can find a variety of marketing templates, guides, and co-marketable content on-demand via the Attentive Partner Portal. Support for go-to-market planning—including joint content, virtual and in-person events, and enablement activities—is dependent on your partner tier. For more information and to discuss ideas, reach out to your partner manager.

Partner Badge

Signed partners earn an official Attentive partner badge customized by tier. Promote this badge on your website, client-facing resources, and any other marketing materials to let your audience—and the industry—know you are a leader within Attentive's partner ecosystem.

Attentive Partner Product Certification

A 100% free on-demand product certification taught by our in-house SMS experts who work with leading ecommerce brands. Obtain a partner product certification to further your own knowledge and validate your expertise to attract clients.

Dedicated Partner Manager

Each Attentive partner will receive a dedicated Partner Manager who will help you get the most out of the partner program, offer strategic guidance on optimizing performance, onboarding new clients, and crushing your growth goals.

Shared Slack Channel

Connect directly with your partner manager and Attentive partner leadership through a shared Slack channel for dedicated support and guidance.

“Attentive has been an extraordinary partner of ours at The Snow Agency. They serve as an extension of our team and provide phenomenal around-the-clock support to us and our mutual clients. Attentive's highly developed platform, integrations, and constant innovation allow us to generate predictably explosive results for our clients which has helped us scale way past what our clients thought was possible through SMS marketing. Attentive's name personifies exactly what they are, ‘attentive,’ in every regard when it comes to technology, partnership support, and innovating on ways to take SMS marketing and consumer experience to the next level. When you think of SMS marketing, Attentive should immediately come to mind.”

Jonathan Snow Founder & COO, The Snow Agency

[Apply to Become an Attentive Partner](#)