

PARTNER PROGRAM



At Selligent, we are a partner-first organization, combining powerful marketing automation capabilities with industry expertise, to help our clients deliver moments that matter for their customers, in a truly omnichannel way.

We work with a broad network of partners, teaming up to help clients realize the full potential of their technology investments, to deliver exceptional customer experiences. We are looking for partners with a challenger mentality, who think differently to offer flexible and innovative solutions to the market. We want to work with the savviest, most passionate partners in marketing. That's why we designed our program to be fair, reasonable, and focused on mutual business growth.

Every client faces different challenges, so we understand that every partnership has different needs. From agencies and marketing consultants, to systems integrators, service providers, and technology experts, our partners leverage the Selligent platform to generate new revenue opportunities, with programs tailored according to the specific needs of our clients.



Channel Partners

Our channel partners combine industry and Selligent platform expertise to act as trusted advisors for our clients, bringing customer-first marketing to life. Clients can opt to work with any of our existing partners, or we welcome the opportunity to find new partnership opportunities with their incumbent agencies, consultants, and service providers. We build flexible go-to-market models based around each partner and how much they want to be involved in the sales and servicing aspects of the client relationship.



Technology Partners

Our global technology partners add value to Selligent platforms by expanding the potential into areas that our clients use most. We work with many of the leading technology companies to help clients deliver the best omnichannel consumer experience, with flexible and extensible solutions that meet their evolving needs. Our integration ecosystem features many pre-built integrations and continues to grow quickly.



"Global partnerships have been critical to Selligent's success over the years. Coming from a partner ecosystem myself, and having experience as Chief Customer Officer, I have heightened awareness of the value and importance of working side-by-side with a strong partner network to support client success. Today, we remain committed to nurturing and scaling our partner community to drive joint business growth."

KARTHIK KRIPAPURI
Chief Executive Officer

WHY WORK WITH SELLIGENT?

By choosing to work with Selligent, our partners benefit from:

- **A collaborative relationship** focused on achieving growth at speed
- **A commitment** to nurturing joint success & unlocking new revenue channels
- **Open & transparent communications**, with direct access to our expert teams



PARTNERSHIP BENEFITS



Dedicated partner team

Selligent prioritizes collaboration with our partners to ensure client success. We will support you with sales, service, marketing, client, and enablement resources to drive business results.



Partner Portal access

As an extension of our team, the portal is an enablement hub for you to access the same helpful sales/marketing/technical resources and tools our internal teams use during client engagements.



Platform enablement

Free sales, platform operation, implementation, and onboarding training is available to all partners.



Highly competitive reward scheme

Our program is focused on helping partners to discover lucrative revenue channels from selling with Selligent and servicing our joint clients.



Collaboration on existing and net new client opportunities

Our flexible partnership model means that partners benefit from as little or as much support as needed from Selligent's dedicated partner teams throughout the client lifecycle.



Joint co-marketing

Financial and executional support for both demand generation and PR activities that promote Selligent platforms.



Partner directory

Gain visibility on our website to promote your services to our clients and prospects.



Participation in Selligent events

Invitation to our annual Partner Summit and sponsorship/speaking opportunities at client events.



Monthly newsletter

Get regular inspirational content, business/platform updates, and invitations to the latest events.



Certified partnership badge

Celebrate our partnership with a digital partner mark.

**Ready to join us? Learn more at selligent.com/partners;
or you can reach out to us at partner.office@selligent.com.**