SEGMENT SELECT PARTNER PROGRAM

As customer data infrastructure, Segment sits at the center of our customer's technology stack, collecting and distributing consistent, first-party data to their cloud applications and data warehouses. Our partners provide the foundation and tools to transform their raw data into sustainable business value. Given this dynamic, partners are at the center of Segment's DNA.

The Segment Select Partner Program is an investment in our partners to further develop, broaden, and bolster engagement. The program includes activities ranging from co-marketing to education and technical certification. Through this, we can solve our customers toughest business challenges together.

Why Partner with Segment

BECOME AN EXPERT
Gain expertise in customer data infrastructure and Segment's software to better serve potential customers.

BUILD CUSTOMER LOYALTY
Set your customers up for success by helping them utilize their first-party data to yield more meaningful insights.

GROW YOUR BUSINESS
Drive lead generation and gain exposure to qualified prospects by leveraging our marketing resources.

Partner Types

Technology Partner

Directly integrated with (or complementary to) Segment's product leveraging customer data to provide solutions.

Channel Partner

Helping companies architect and deploy customer data infrastructure, advising on growth & analytics best practices, or designing and building innovative digital experiences.

Partner Benefits & Requirements

Benefits	STANDARD	ADVANCED	PREMIER
Partnership Relationship Manager			✓
Go-To-Market Plan			✓
Co-Selling & Sales Collaboration			✓
Co-Marketing Program		✓	✓
Training and Certification Access	✓	✓	✓
Referral Fees/MDF Options	✓	✓	✓
Requirements			
Referred Qualified Opportunities per Quarter		2	4
Segment Certified Employees		2	5
Additional Technology Requirements			
Customer Adoption or Data Volume	None	**50** customers or **1B** MTUs	**50** customers or **1B** MTUs
Partner Marketing Engagement			✓
Enable with Segment In-App Flows		✓	✓
Publicly Available Integration	✓	✓	✓

▍HOW TO GET STARTED

If interested, follow the steps below to join the Segment Partner Program.

TECH PARTNERS	ALL PARTNERS

INTEGRATION

Your software is required to be integrated with Segment. If it is not, submit your application. Waived if full functionality from a data warehouse or S3 data source.

APPLICATION

After submitting your application, if you're a fit, we'll contact you within 3 weeks to set up a call to discuss the program.

AGREEMENT

If qualified, we'll execute the **Segment Partnership Agreement** and begin Program on boarding.

LAUNCH

We'll provision benefits based on your Program Tier. Program execution and measurement begin.