

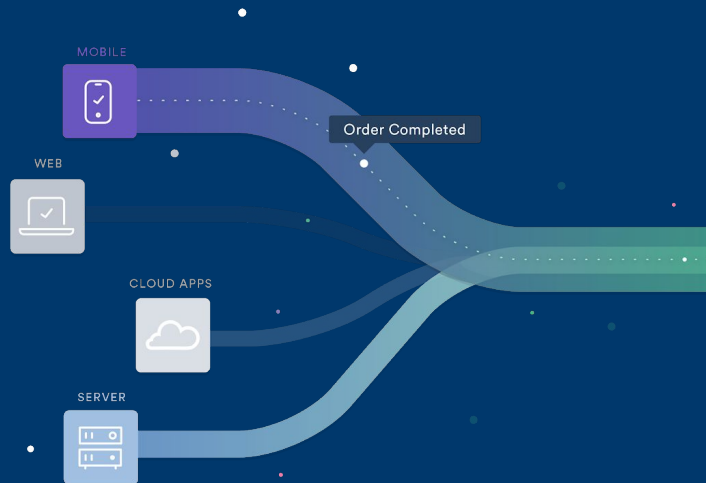


Become a Segment Select Channel Partner

Join our trusted network of agencies and consultants.

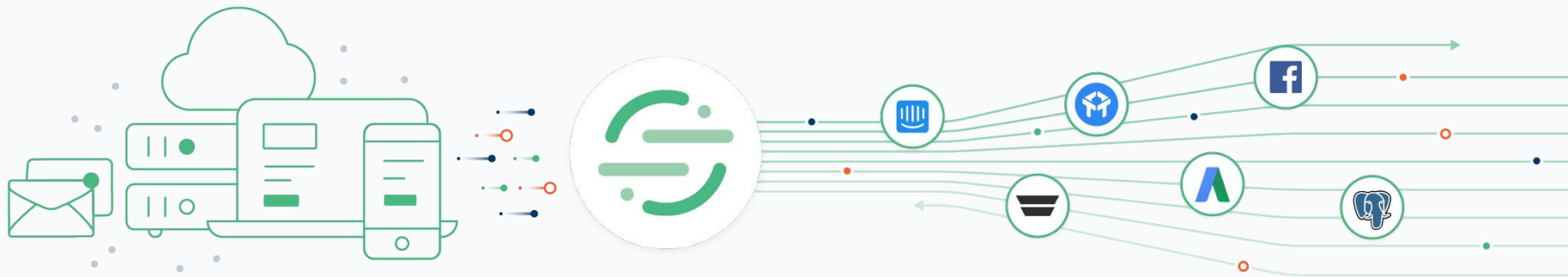
Segment's Channel Partner Network is for consultants who provide digital services such as growth consulting, tool stack selection, software development, advanced analytics, and machine learning consulting.

If your company is a leader in such areas, consider becoming a Segment Select Channel Partner.



A quick overview of Segment

Your customer data infrastructure



COLLECT

Observe customer interactions from every first-party touch point.

CLEAN

Ensure data is clean, correct, and filtering to the correct location.

SYNTHESIZE

Resolve into user profiles and surface signals about each customer.

ACTIVATE

Send data to more than 200+ tools for analytics, growth, and more.

Key benefits of Segment



COMPANY

Standardize data collection, so team trusts and uses data



ENGINEERING

Focus on core products and personal experiences



MARKETING

Improve lifecycle performance



ANALYTICS

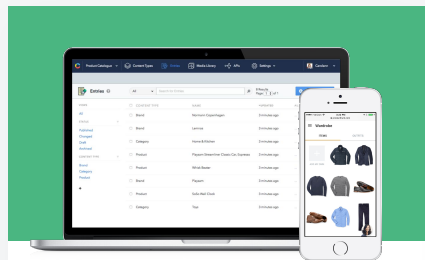
Understand complete customer journey



PRODUCT

Build sticky products and improve engagement

Segment company snapshot



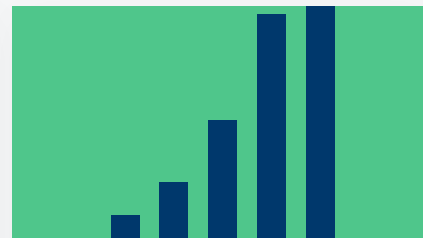
15,000
CUSTOMERS



2.9M
END USERS



5
GLOBAL OFFICES



100%
YOY GROWTH

Are you a good fit?

Perfect for the new generation of digital consultants



SYSTEM INTEGRATORS

Who help companies architect and deploy customer data infrastructure across multiple business units, making reliable data a focus for business performance.



GROWTH & ANALYTICS CONSULTANTS

Who advise on growth & analytics best practices and adoption of modern data infrastructure and tools.



DEVELOPMENT FIRMS

Who design and build innovative digital experiences, across web and mobile, and want to equip products with state-of-the-art customer data infrastructure.

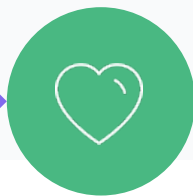
Why partner with Segment?

Don't miss the chance to grab a share of the customer data revolution



BECOME A SEGMENT EXPERT

Gain expertise in the CDP industry and Segment's software to provide expert advisory services as well as growth & analytics consulting. You'll work closely with your dedicated Partner Manager, who will provide in-depth business support.



HELP YOUR CLIENTS SUCCEED

Utilize Segment's powerful customer data infrastructure to help your clients thrive. In turn, build loyalty, improve engagement, and expand your relationship with your clients.



GROW YOUR BUSINESS

Get exposure to more potential customers through your own listing in Segment's agency partner directory and leverage our free marketing resources to help you generate more leads for your agency.

Partner program benefits



**Dedicated
product training**



**Dedicated
Partner Manager**



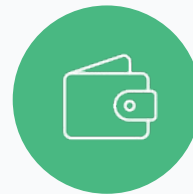
**Insight into the
product roadmap
and early access
to features**



**Fully featured
demo workspace**



**Support from
Segment's sales
organization for
setting up and
running pilots**



**10% referral fee
on first-year
revenue from
referred deals**



**Business Tier
access to
customer
support (incl.
24hr SLA on
tickets)**



**Sales &
marketing
collateral**



**Your listing on
our upcoming
agency partner
directory & use
of Segment
Partner Badge**

Process

It's simple



Become a Segment expert



“Segment understands the value of having their end-users be experts on the platform, and that remains a top priority for them. Instead of simply doing it for you, **they take the time to guide you to a deeper level of understanding** of the nuances of their platform.”

DAVID REYNEKE, SR. GROWTH MANAGER
Prolific Interactive

Power your clients' growth

ELECTRIC 8



“Segment **unlocks access to clean, actionable data** and enables us and our clients to easily connect to Segment's catalogue of 3rd party destinations without needing a 100 person data & engineering team. **This allows us to** iterate quickly via our test-and-learn experiments and **make data-informed decisions, driving real impact to our clients' growth metrics.**”

KIYAN FOROUGHI, HEAD OF GROWTH

Electric8

Unlock new revenue streams

DAS42



“Segment provides our clients with a reliable and robust data pipeline that allows us to focus our consulting projects on delivering insights from clients' customer data without writing tons of custom data warehousing code. Working with Segment lets us deliver higher-quality projects faster and with deeper insights than other tools increasing our revenue and customer success.”

Nick Amabile, CEO

DAS42

Becoming a partner is easy. And free.

Apply for your free partner account to get access to all the tools you need. Start referring clients to Segment's service, and transform how your clients use data.

[Become a Partner](#)

