

GUIDE

The Fullstory Partner Program



Welcome to the Fullstory Partner Program

Fullstory is a behavioral data platform that surfaces the sentiment buried between the clicks to help enterprises create better products and experiences that win loyal customers for life.

From building better fraud detection and forecasting to creating personalization, Fullstory enables product, engineering, and data teams to connect sentiment signals with other data sources to intentionally deliver on the next chapter of personalization. With automatically captured, indexed, and semantically structured first-party data—served up to your data ecosystem or through our product analytics with session replay, Fullstory's behavioral data is ready-made for AI.

Partners trust Fullstory's behavioral data to empower smart decisions and drive digital growth and transformation for their clients.

Note: This guide is updated periodically as our program evolves and enhancements to the Partner Program occur in real time. Nothing contained in this guide is binding on Fullstory unless otherwise expressly stated in the Partnership Program Contract.

Core Values

Fullstory's watchwords emphasize what's meaningful for us as individuals and as a company. These principles help us bring excellence and humanity to everything we do, from interacting with colleagues and explaining the nuances of our products to seeking new business.



Empathy

Considering other perspectives and leading with compassion allows us to connect more deeply with our colleagues, partners and customers, and bring our authentic selves to work.



Clarity

Clarity is crucial for a largely remote company. Being transparent with each other, our partners and our customers allows us to create deeper relationships and solve problems more efficiently while building trust.



Bionics

We are constantly on the lookout for ways to add efficiency—working smarter, not harder. But never at the expense of losing the human touch.



Trust

Trust is a top priority when dealing with behavioral data. We're committed to building trust with our employees, our partners and customers by always putting privacy first and doing what's right to protect their interests.

[Learn more about our core values](#)



Program Overview and Acceptance

Fullstory delivers complete, first-party behavioral data that powers partners and their clients' digital strategies, growth and transformation.

We stay focused on the data so partners can stay focused on driving value for their clients with the services and complementary technology necessary to unlock Fullstory's value.

Our partner program enables partners to build better solutions and drive true digital transformation and innovation for their clients by unlocking the power of behavioral data.

We provide Partners with

Significant revenue opportunities in providing complimentary services

- Customer experience optimization
- Real-time personalization
- Data & AI Modeling
- Insights & Analytics
- Data & Technology Strategy
- Data Engineering & Architecture

The ability to extend value by offering complimentary third-party technology integrations

- Cloud Infrastructure
- Data Warehouse / Data Lakes
- Customer Data Platforms
- Artificial Intelligence /Machine Learning
- Customer Relationship Management
- Business Intelligence & Visualization

Stronger value propositions

- Speed to insights
- Differentiate and serve clients better
- Increase client retention rate
- Drive retained business
- Reduce services costs through delivering deeper client insights

Tiers and Benefits

We value our partners' commitment to driving both joint business and proven expertise of using Fullstory's behavioral data and products. Our tiered program provides an easy method to participate and rewards increased dedication to partnership. We welcome service and technology providers of all sizes to join our rapidly growing ecosystem. Check out a summary of our tiered benefits below:

Partner Benefits

	Partner	Expert	Elite
Referral and Managed Services Fees			
Annual FS Product Subscriptions*	10%	15%	20%
Length of Client Payment Terms	12 months	12 months	12 months
Upgrade from Freemium to Paid Plan	10%	15%	20%
Revenue Share for Managed Accounts	×	3%	5%
Marketing and Branding			
Use of FS Logo	✓	✓	✓
FS Partner Awards	Eligible	Eligible	Eligible
FS Partner Directory	By Invite	Listed	Prioritized
FS Solution Marketplace	×	By Invite	Prioritized
Joint Client Case Study	By Invite	Considered	Prioritized
Joint PR	×	Eligible	Prioritized
Co-Marketing Requests	×	Eligible	Eligible
Team Engagement Events	By Invite	Eligible	Prioritized
FS Sponsorship Opportunities	By Invite	Eligible	Prioritized
FS Partner Conference	Eligible	1 Pass	3 Passes
FS Co-Marketing Events	×	Considered	Prioritized
Content & Thought Leadership	×	Considered	Prioritized

**Applicable to third party sales only*

Partner Benefits (continued)

	Partner	Expert	Elite
Education and Training			
Access to Online Training	✓	✓	✓
Product Certification Badging	✓	✓	✓
Product Webinars	✓	✓	✓
Dedicated product bootcamps	✗	Considered	Prioritized
Access to FS Collateral	✓	✓	✓
Partnership Support			
Partnership Management	Shared	Dedicated	Dedicated
Partner Portal Access	✓	✓	✓
Quarterly training and enablement	✗	✓	✓
Access to Partner led Service Opportunities	✗	Considered	Prioritized
Product and Implementation Support			
Solution Engineering Resource	✗	By Invite	Prioritized
Access to Partner Success Manager	✗	By Invite	Prioritized
Partner Slack Channel	✗	✗	✓
Prioritized Partner Support	✗	✗	✓
Demo Accounts	✓	✓	✓
Product Beta Access	✗	By Invite	By Invite
Product Roadmap Session	✗	By invite	Prioritized
FS Engagement			
Access to FS Leadership	✗	By Invite	Prioritized
Annual Business Planning & Review	✗	By Invite	Prioritized
FS Partners Advisory Board	✗	By Invite	By Invite
Access to FS GTM teams	✗	By Invite	Prioritized

Partner Requirements

Each partner tier has a defined set of requirements which are outlined below. In order to be accepted into a higher tier, the detailed expectations regarding marketing, training and certifications, and joint business requirements must be met on an annual basis.

Specifically, please see the [“Training and Certifications”](#) section of this guide for a more detailed description of the Certification requirements.

Partner Requirements

	Partner	Expert	Elite
Commercial Arrangement			
Online Application Approval	✓	✓	✓
Acceptance of FS Partnership Agreement	✓	✓	✓
Completed Partner Profile	Required	Required	Required
FS Marketing			
Actively promote and co-market with FS	✗	Required	Required
Joint Client Case Study	✗	Required	Required
Visibility of FS brand/logo on Website	Required	Required	Required
Training and Certification			
Sales & Product Level Certifications	1	2	3+
Delivery Certification	Eligible	Eligible	Eligible
Repeatable Certified Solutions	Optional	Optional	1
Access to Partners' GTM team	✗	Required	Required
Joint Business Requirements			
Minimum ARR Commitment	N/A	\$50K	\$250K
Account Mapping	✗	Required	Required
Annual Lead Commitment	2	4	6
# of live and referenceable clients	N/A	2	4
Quarterly Partnership Review	✗	Required	Required
Annual Business Planning & Review	✗	Required	Required

Tier evaluation period

Entrance into the program is at the Partner tier and performance is evaluated on an annual basis. However, we will review progress against the Joint Business Requirements every six months providing an opportunity for high performing partners to move up a tier in the middle of the annual cycle.

Specifically, partners can attain a higher tier by either achieving the Minimum ARR Commitment OR the Annual Lead Commitment. Tier assignment is subject to Fullstory management approval.

Revenue share for managed clients

Elite and Expert partners are eligible to receive additional recurring revenue share for actively providing ongoing managed services for Fullstory clients. Managed services are defined as user representative services provided directly for a Fullstory client in areas such as (but not limited to):

- Product Analytics
- Optimization & Personalization
- Analytics
- Technology Integrations
- Implementation

In order to receive this benefit:

1. You must notify your partner manager of the client you are managing
2. Fullstory will confirm your ongoing and active management with the customer

Fullstory Delivery

Fullstory relies heavily on partners to fulfill customer onboarding and platform delivery services. This is an excellent opportunity to generate service implementation revenue based on platform competency, which often leads to further service opportunities for our partners.

In order to be eligible for evaluation of this benefit, partners must be at the Expert or Elite tier, which has specific training and product certification requirements. To learn more about this program benefit, please reach out to your partner manager.

Submitting leads and the Partner Portal

Lead submission and Partner Portal

Your Partner journey starts with our [Partner Portal](#). This is where you will:

1. Submit leads
2. View the status of your pipeline
 - a. Open Opportunities
 - b. Total Pipeline Value
 - c. Year-to-date Closed/Won partner revenue
3. View your partner profile:
 - a. Partner Manager
 - b. Partner Program Tier
4. Reference API Documentation
5. Access Certification & Training modules
6. Find all things Fullstory, including sales and marketing material.

Lead Acceptance

Once you have submitted a lead via the Partner Portal, it will be reviewed to ensure that it is not:

1. Not already an existing Fullstory customer (unless they are currently only using our Freemium product)
2. Already being actively worked by a Fullstory sales team member or
3. Already been submitted and accepted by another partner

After this review, you will be notified whether or not the lead has been accepted by Fullstory. Upon acceptance, your Partner Manager will communicate with you how to introduce the lead to Fullstory and begin engaging with a member of our sales team.

Upsells and additional products (Expansion Sales)

If within the first 12 months of the closed and accepted lead, the customer increases their annual product subscription or purchases an additional product (e.g. Fullstory for Mobile Apps), the increase in the annual product subscription is eligible for referral fee compensation for the remaining term of the initial 12-month subscription.

Fullstory also has multiple annual subscription products that are eligible for lead submission. Leads can be submitted for individual or multiple products as part of a single deal or sold separately over time. Each new product sold is eligible for lead payment consideration in accordance with the details outlined in the Partner Program terms.

Payment Process

Your Fullstory Partner Manager will notify you with the appropriate final deal information if the eligible opportunity closes as a sale for Fullstory. The referral payment is calculated based on your partner tier (see Tiers and benefits) and the value of the annual Fullstory product subscription, less any Fullstory services revenue. Referral payments are remitted to the Partner within thirty (30) days after the calendar quarter Fullstory receives payment against the first customer invoice. Unless otherwise requested, payment will be remitted in USD.

Fullstory use a **payment processing platform** in order to process the referral payments for qualified lead. To set this up, the partner need to submit billing contact details (name and email) for where we can send an invitation to the portal. Within the portal partners will be asked to submit their:

- Bank details: ACH Routing# or Wire Transfer Details
- EIN
- W-9/W-8

Marketing Opportunities and Resources

We are passionate about co-marketing with our partners and offer many ways to engage with our audience. We're always looking for exciting opportunities to partner. While not a definitive list, here are some areas of opportunity:

- Amplify each other's brands
 - Add a partner listing to the Fullstory partner directory
 - Add Fullstory information to your website
 - Take advantage of sales and product collateral
- Share our joint client successes through cases studies and social media posts.
- Generate leads through:
 - Webinars, thought leadership and events
 - Networking events
- Apply for market development funds
- Get recognized for your hard work through our partner awards program
- Participate in Fullstory conferences and events
- Take advantage of additional partner incentives
 - Fullstory swag, increased referral fees, Spiffs for your team, and more.

Partner onboarding

As a new partner to Fullstory, you will be invited to join our onboarding process. Here's what you can expect after you apply:

- Formal acceptance and partner agreement to execute
- Welcome Kit and Resources
- Get assigned your new Partner Manager
- Access to our Partner Portal
- Access to our Partner Training and Certification program
- Joint go-to-market planning with your Partner Manager

Training and Certifications

We love our partners to become experts and leverage Fullstory's data and products to its fullest for your clients, so we have dedicated training and certifications specifically created for our partners.

Although requirements vary by your Partner Tier, our courses center around 3 key themes: Product training, Sales Training and Delivery Training.

Access online training here:

- Introductory training can be accessed on [Fullstory Learn](#)
- For advanced training, contact your Partner Manager

Product Access and Support

Trial and demo accounts

Upon executed partner agreement, partners are provided a trial account to deploy to your own digital properties (restricted to 1000 monthly sessions, 5 users).

Partners are eligible to request access to other demonstration environments and sandbox accounts as needed for training purposes and / or to support delivering or demonstrating a joint solution to the end client. Fullstory Access requests will be reviewed and approved by the Partner Manager. This allows our partners to preview the functionality of the Fullstory platform and products and to demonstrate the various use cases. Fullstory will provide our partners with appropriate training and go-to-market collateral to accompany the product environments.

Slack

A dedicated Slack channel is available for Elite partners for immediate access to partner and technical team resources.

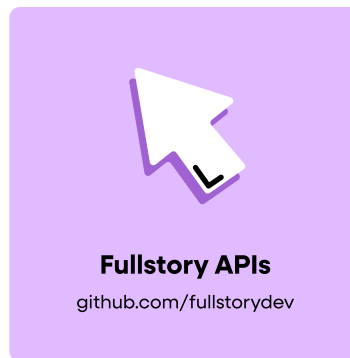
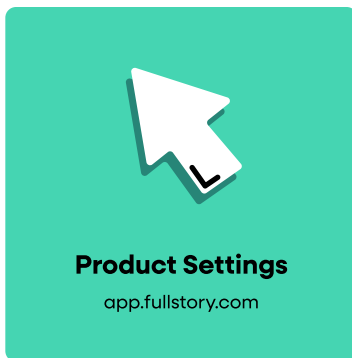
APIs and documentation

Fullstory is committed to enabling partners to create robust integrations. We support our ever expanding ecosystem of service and technology partners with the following resources:

- [Client-Side API, HTTP API, and Webhooks Overview and Documentation](#)
- [Supported integrations, Setups, and Rolling your own Integration](#)

Looking for other cool integration stuff?

Check out this info:



Partner management

Fullstory has a globally dedicated partner management team to support our ecosystem of partners across all functional areas.

Partner Manager (PM)

Your assigned partner manager is your key contact at Fullstory for all things partner-related. They are solely focused on our joint success. Whether it is engaging in sales opportunities, account mapping, go-to-market business planning, co-marketing ideas or if you just have a question, your PM is the right place to start!

Partner Success Manager (PSM)

Ensuring success for our mutual clients is pivotal to the success and growth of our partnership. Our Partner Success Managers provide best-in-class strategic guidance and delivery enablement to increase platform adoption and to help achieve key business objectives across mutual customers and projects.

Solutions Engineer (SE)

At Fullstory, we have global staff of highly trained solutions engineers to help you navigate complex product, configuration, and integration scenarios with your trusted clients. Your PM can help identify when one of our SE's can provide value during a qualified sales opportunity.

Partner Marketing

Our Fullstory partner marketing team is here to help you with all things co-marketing. Talk to your PM about how to best utilize our joint marketing programs in your go to market planning sessions.

Partner Onboarding and Training

Your understanding of the Fullstory platform is important to us. We have specifically built an onboarding process and associated training curriculum solely for partners. Your PM can help point you in the right direction to our online training.

Technology and Ecosystem Partner Management

Fullstory have built a team whose function is to support and growing our ecosystem through diverse technology partnerships and integrations. These resources are available to help answer questions and assist with complex platform integrations.

About Fullstory

Fullstory is a behavioral data platform that surfaces the sentiment buried between clicks to help enterprises create better products and experiences that win loyal customers for life. From building better fraud detection and forecasting to creating personalization that genuinely resonates, Fullstory enables product, engineering, and data teams to connect sentiment signals with other data sources to intentionally design the next best action. Providing deeper and more immediately actionable insights beyond conventional web and product analytics that can only surface what's happening but not why, Fullstory is the only behavioral data platform that provides the context needed to build in-the-moment experiences that drive revenue.

The company is headquartered in Atlanta and privately held with backing from Permira, Kleiner Perkins, GV (formerly Google Ventures), Stripes, Dell Technologies Capital, and Salesforce Ventures. For more information, visit fullstory.com.

Let's get started!

Questions? Email us at [**partners@fullstory.com**](mailto:partners@fullstory.com)

See how Fullstory will work for your team.

Request a demo at fullstory.com/demo →