fullstory

The FullStory Partner Program

Welcome to the FullStory Partner Program

FullStory offers a Digital Experience Intelligence (DXI) platform that helps brands understand their users' digital experiences to eliminate friction and capitalize on what's successful.

Our DXI platform gathers extensive data on each user experience in real time. This can be analyzed in hundreds of ways to better understand issues and successes in aggregate. Users' actions are logged so teams can also review each experience qualitatively to drill down for additional context around individual pain points.

Partners trust FullStory's DXI 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 and customers, and bring our authentic selves to work.

Clarity

Few problems can survive their thorough description. By the time you can explain a problem in excruciating detail—especially to someone else—you know how to solve it.

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.

Learn more about our core values →

Program Overview and Acceptance

FullStory is a partner-led product company.
FullStory delivers accelerated growth for partners
and your clients.

We stay focused on the product so partners can stay focused
on supporting clients with all of the services and complimentary
technology necessary to unlock FullStory's value.

A partner program built for growth enables our partners to sell
more and deliver better. You'll gain competitive advantage, sell
more and add more value by providing deep actionable insights.

We provide Partners with:
- Significant revenue opportunities in providing complimentary
  services such as:
  - Implementation
  - Optimization
  - Analytics
  - Website design

- The ability to extend value by offering complimentary
  third-party technology integrations such as:
  - Experience optimization
  - Performance monitoring
  - CDP
  - CRM
  - Team collaboration
  - Ecommerce Platforms

- Stronger value propositions
  - Speed to market
  - 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 our platform. 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 (Business & Enterprise)	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	N	3%	5%
Participation in FS Outsourced Client Delivery	N	Eligible	Eligible
Marketing and Branding			
Use of FS Logo	Y	Y	Y
FS Partner Awards	Eligible	Eligible	Eligible
FS Partner Directory	By Invite	Listed	Prioritized
Joint Client Case Study	By Invite	Considered	Prioritized
Joint PR	N	Eligible	Prioritized
Co-Marketing Requests	N	Eligible	Eligible
Team Engagement Events	By Invite	Eligible	Prioritized
FS Sponsorship Opportunities	By Invite	Y	Prioritized
FS Partner Conference	Eligible	1 Complimentary Pass	3 Complimentary Passes
FS Partner Conference	Eligible	Eligible	Eligible
FS Co-Marketing Events	N	Considered	Prioritized
Content & Thought Leadership	N	Considered	Prioritized

Partner Benefits (continued)

	Partner	Expert	Elite
Education and Training			
Access to Online Training	Y	Y	Y
Product Certification Badging	Y	Y	Y
Access to Live Regional Trainings	N	Y	Y
Monthly product webinar	Y	Y	Y
Dedicated product bootcamps	N	Y	Y
Dedicated office hours	N	Y	Y
Access to FS Collateral	Y	Y	Y
Partnership Support			
Partnership Management	Shared	Dedicated	Dedicated
Partner Portal Access	Y	Y	Y
Quarterly onsite visits, for training and enablement	N	Y	Y
Access to Partner led Service Opportunties	N	Considered	Prioritized
Product and Implmentation Support			
Solution Engineering Resource	N	Limited	Prioritized
Access to Partner Success Manager	N	Eligible	Y
Partner Slack Channel	N	N	Y
Prioritized Partner Support	N	N	Y
Demo Accounts	Y	Y	Y
Product Beta Access	N	By Invite	By Invite
Product Roadmap Session	N	Y	Prioritized
FS Engagement			
Access to FS Leadership	N	Limited	Prioritized
Annual Business Planning & Review	N	Limited	Prioritized
FS Partners Advisory Board	N	By Invite	By Invite
Access to FS GTM teams	N	Eligible	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	Y	Y	Y
Acceptance of FS Partnership Agreement	Y	Y	Y
Completed Partner Profile	Required	Required	Required
FS Marketing			
Actively promote and co-market with FS	N	Required	Required
Joint Client Case Study	N	Required	Required
Visibility of FS brand/logo on Website	Required	Required	Required
Training and Certification			
General FS Overview & Certification	Required	Required	Required
Product Level Certifications	N	Required	Required
Onboarding Delivery Certification	Available	Required	Required
Access to Partners' GTM team	N	Required	Required
Joint Business Requirements			
Minimum ARR Commitment	N/A	$50K	$250K
Account Mapping	N	Required	Required
Annual Lead Commitment	2	4	6
# of Clients as FS Partner of record	N/A	2	4
Quarterly Partnership Review	N	Required	Required
Annual Business Planning & Review	N	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):
- Digital experience insights:
    - How to leverage FullStory, building flows and queries, digital improvement opportunities, etc.
- Platform configuration and optimization
- Conversion research and analytics
- Error or problem identification and resolution
- Management of data transfer and integrations

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 outsourced delivery

FullStory relies heavily on partners to fulfill customer onboarding and platform delivery services through an outsourcing arrangement. 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 to participate in 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-ate Closed, Won partner revenue
3. Create your partner profile:
   a. Main point of contact
   b. Company profile
   c. Banking details for referral payment processing
4. Reference API Documentation
5. Access Certification & Training modules
6. Find all things FullStory, including sales and marketing material

You will receive login credentials to the Partner Portal during your partner onboarding process. If you have any questions or problems logging in, please contact your partner manager.

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.

In order for FullStory to process referral payments for qualified leads, the following information must be provided:

1. Bank details: ACH Routing # *or* Wire Transfer Details
2. EIN
3. W-9
4. Billing contact information (with email address) for questions and remittance details

Please submit this information under the My Profile tab in our **Partner Portal.**

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
    - Post our logos on each other's website
    - Take advantage of sales and product collateral
- Share our joint client successes through cases studies and social media posts
- Generate joint opportunities
    - Webinars, thought leadership, and events
    - Networking events
- Market development funds
- Partner awards
- Get recognized for your hard work by sharing your success with us
- Participate in FullStory conferences
- Additional partner incentives
    - FullStory swag, increased referral fees, spiffs for your team, or 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 Certifications program
- Joint go-to-market planning with your Partner Manager

Training and Certifications

We love our partners to become experts and leverage the FullStory platform to its fullest for your clients, so we have dedicated training and certifications specifically created for our partners (as available).

Although requirements vary by your Partner Tier (see below and as available), our courses center around 3 key themes:

1. FullStory Partner Program (FSPP)
   a. What to know about FullStory, our value proposition, product demo, basic sales training, how to identify a lead, etc.
2. Product training
3. Competency based certification programs
   a. Fundamentals: Foundational proficiency
   b. Specialist: Technical proficiency
   c. Professional: DXI proficiency
   d. Expert: Partner proficiency with FullStory

Partner Certification Requirements

Partner	Expert	Elite
FSPP	FSPP	FSPP
	Fundamentals	Fundamentals
	Specialist	Specialist
	Professional	Professional
		Expert

Our online training and certification curriculum is also augmented with group bootcamps and private 1:1 sessions.

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

FullStory will grant read-only access to our Four Star Financial Solutions demo environment for our Expert tier. This allows our Expert tier partners to preview the functionality of the FullStory platform and demonstrate the various use cases. We will provide our Expert partners with a video to demonstrate how to perform the product walkthrough. We will also provide appropriate sales collateral to accompany the Four Star Financial Services demonstration.

Elite Partners receive a total FullStory Enterprise account setup with their own URL, *partnerName*.fullstorydemo.com. This FullStory instance mirrors the demonstration instance with the same Dashboards, Funnels, Journeys, Segments, and Conversions and will also have automated traffic flowing to the web property. Finally, our Elite partners have full administrative access to create, edit, modify, and delete any content within this instance, as they will have sole ownership of the data.

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:
- **app.fullstory.com** (in the settings section)
- **https://github.com/fullstorydev/**
- **github.com/fullstorydev/integration-examples/**

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 key and it starts with a dedicated resource to support you with our joint clients. This asset stays focused on the detailed daily work in assuring client success through your FullStory partnership.

Sales Engineer (SE)
At FullStory, we have a global staff of highly trained sales 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 or to schedule a private 1:1 session.

Technology and Ecosystem Partner Management
As FullStory is a product-led company, we have built a team whose function is to support growing our ecosystem through diverse technology partnerships and integrations. These resources are available to help answer questions and assist with complex platform integrations.

Let's get started.

Still have questions? Email us at **partners@fullstory.com**

About Fullstory

FullStory's Digital Experience Intelligence platform enables businesses to continuously improve their digital customer experience across sites and apps. The platform proactively surfaces actionable insights from billions of data points, helping thousands of companies, including Fortune 100 companies and the world's most innovative consumer brands, make evidence-based digital improvements that reduce costs and reclaim 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.**

See how FullStory works for your team.
Request a demo at fullstory.com/demo →