

Partner Marketing Booklet

Empowering our partners to succeed:
Campaigns and best practices at a glance.





Content

- 01 About **SumUp**
- 02 Co-branding
- 03 Launch initiatives
- 04 Campaigns
- 05 **SumUp** as acquisition tool
- 07 Meet the team



Our vision

**A world where
collaboration
makes partnership
stronger.**



About SumUp

+6

Years of partnership
experience

14

Office
locations

31

Global
markets

+900

Live
partnerships

+1,500

SumUp
employees

+280,000

Partner
merchants

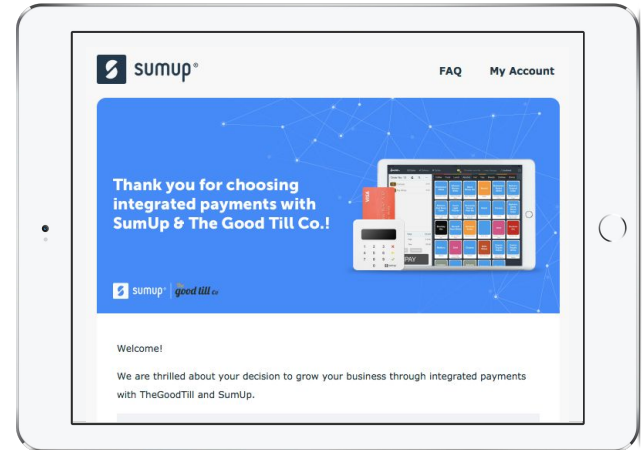


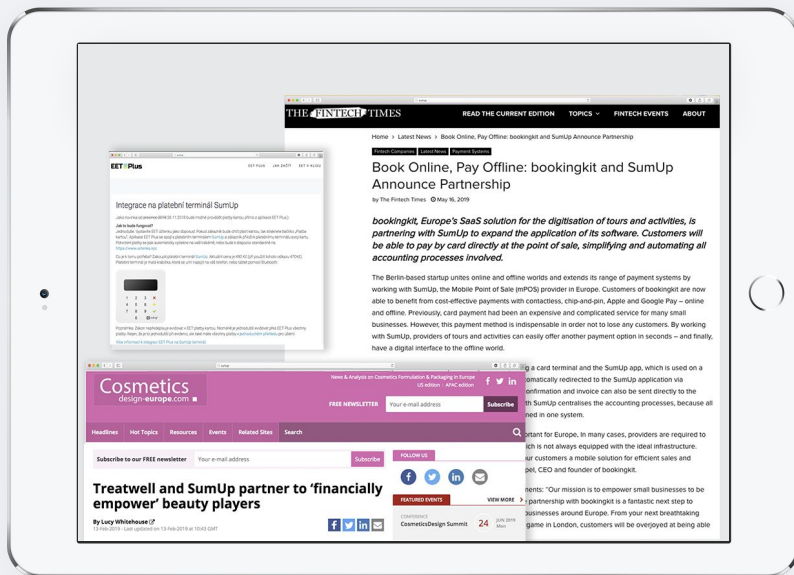
Our purpose

**Build a close
relationship to
empower our partners
to succeed.**

Co-branding possibilities:

- Protective Bumpers
- Card terminal
- Charging station
- Partner landing page
- SumUp Welcome Mail





Launch initiatives — Overview

- PR and Blog article
- Partner hosted **SumUp** microsite
- Newsletter
- Homepage carousel
- **SumUp** article in the Support Centre
- Marketplace slider
- **SumUp** as part of the starter bundle



Launch initiatives — PR and blog articles

*“In a move that will see beauty business owners in the UK have access to a new payment technology solution, Treatwell has teamed up with **SumUp**.”*

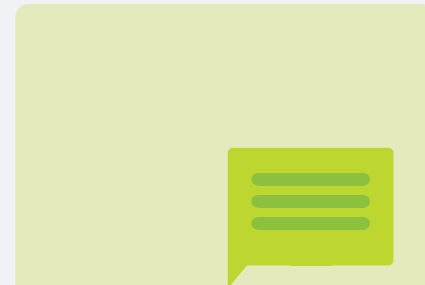
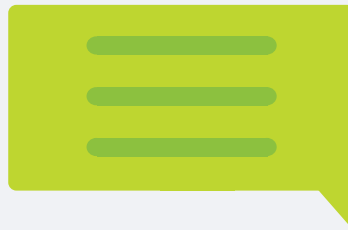
[Full article](#)

“Thanks to our partnership with **SumUp**, we offer our customers a mobile solution for efficient sales and automated accounting”, explains Lukas C.C. Hempel, CEO and founder of bookingkit.

[Full article](#)

“Using a mobile card payment system means upgrading to twenty-first century technology. Today’s consumers are accustomed to being able to order anything they want online at any time that suits them. They’re also used to being able to pay from anywhere they happen to be.”

[Full article](#)

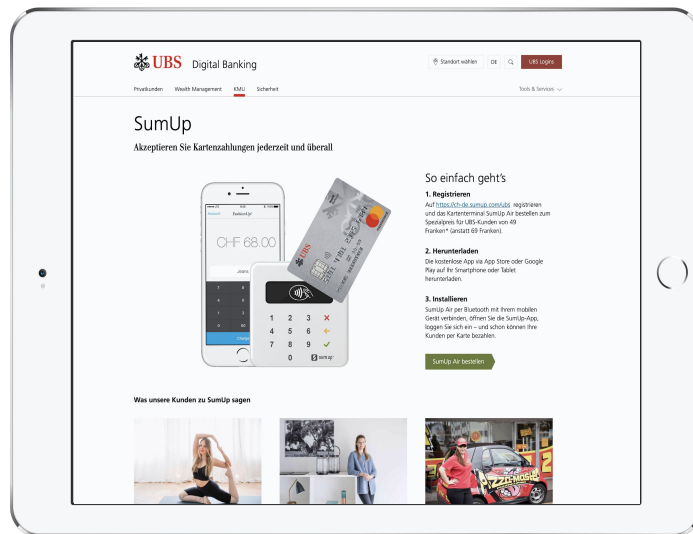


Launch initiatives — Examples

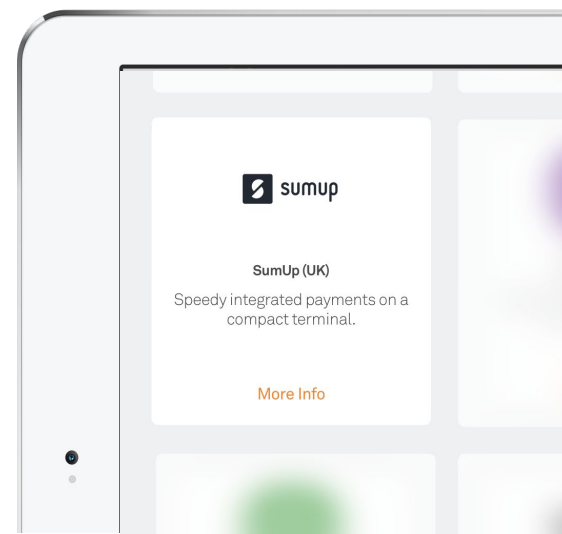
Starter bundle



Partner hosted microsite

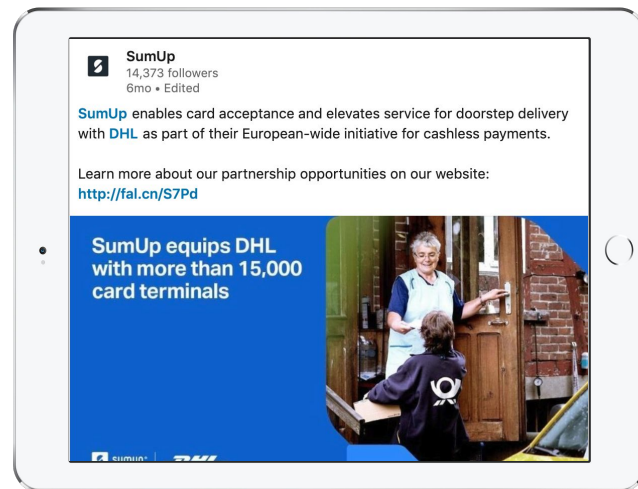
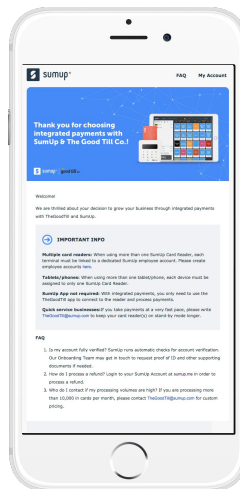


Marketplace starter



Launch initiatives — by SumUp

- Partner welcome email
- Joint PR article
- Social media post
- Presentation at the weekly global **SumUp** Meeting
- Internal showcase at **SumUp** Demo Station



Campaigns



Email campaign



Promotion

Benefit funded by **SumUp**
(e.g. Hardware price, fee campaign)



Minimal implementation effort

Content provided by **SumUp***



Great impact

Proven to boost sales by +50%

[* here](#) you can find the media kit.
Campaign templates will be shared upon request

Activation campaign



Purpose

Aimed to activate dormant **SumUp**
accounts through an incentive (e.g. 0 fees)



Easy execution

Reports and content
provided by **SumUp***



Great impact

Proven to reactivate merchants by +10%

*

* report of inactive merchants and campaign templates will
be provided upon request

Offline campaigns

Article in customer magazine
& Marketing flyers

Das SumUp Air Kartenterminal

- Air Kartenterminal auf sumup.de/mytaxi bestellen
- SumUp App herunterladen
- Kartenterminal erhalten und direkt Kartenzahlungen akzeptieren

Kostenart	Satz
MONATLICHE FIXKOSTEN	0 €
KREDITKARTEN	2,75%
EC-KARTEN	0,95%

Logos: VISA, Mastercard, Apple Pay, sumup®

Out-of-home advertising

Kartenzahlungen akzeptieren mit dem SumUp Kartenterminal

Einfach Umsatz steigern!

- ✓ Keine Vertragsbindung
- ✓ Keine monatlichen Gebühren

NUR 39€

Erhältlich bei gravis.de und in den GRAVIS Stores Ernst-Reuter-Platz, Friedrichstr. 186 und in der Kulturbräwerei

Presentation on fairs/events

Rendez votre activité mobile avec SumUp et Openbravo

Sécurité
Fiabilité
Mobile
Intégrée
Rapide

Contact: integration@sumup.com

SumUp as acquisition tool



Attract new business.

Use SumUp as incentive to acquire new customers.



Proven success.

Hundreds of acquired customers for partners.



Scalable processes.

Purchase hardware directly from SumUp.



Meet the team

If you are interested in any of the marketing initiatives get in touch with our partner managers who will guide you through the implementation process.



James Henry

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James White

Partner Manager
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Useful
links



[SumUp Design manual](#)

• [Press page](#)

containing our recent media assets and logos

•

[Support Centre](#)

with the descriptions of our products and features