

# Benefits and Rewards Guide





# Welcome to Mailchimp & Co

Mailchimp is the #1 AI-powered  
email marketing and automation  
platform for a reason

We're rapidly innovating our platform to bring a differentiated solution to meet advanced marketers' needs in more channels and at a value to our competition.

By becoming a Mailchimp partner, you can help accelerate your growth—specializing by industry, expertise, or offerings—to gain deeper insights into your business, deliver tailored solutions for your clients, and boost visibility among prospect customers, positioning yourself as the go-to expert for clients.

## Earn more with Mailchimp

Mailchimp pays more commission for new customer referrals in their first year than competitor partner programs<sup>2</sup>.

## Exclusive perks

Partners have exclusive access to Mailchimp Academy, Mailchimp & Co newsletters, meetups, personalized onboarding, dedicated onboarding support, and more.

## Strategic partnerships

As an Intuit company, we provide solutions that not only help businesses grow, but also help manage their operations and its vast customer base. We also offer over 300 integrations with platforms like Shopify, Wix, and WooCommerce to enable omnichannel marketing for complex businesses.

## AI-powered platform

Access Mailchimp AI-powered tools designed just for agencies and freelancers like you. We offer more marketing functionality at a fraction of the cost compared to Hubspot and Klaviyo.

Now is the time to partner with Intuit Mailchimp and leverage our evolving support for partners, driven by AI-powered solutions and a focus on growth. We bring the scale of data from our 20+ year history coupled with the power of Intuit behind us.

### Disclaimers

1. #1 AI-powered email marketing platform: Based on December 2023 publicly available data on the number of customers of competitors that also advertise using AI to enhance their email marketing and automation products and services.

2. Terms and conditions apply. Visit the [Rewards Page](#) for a full breakdown on how earnings work.

# Mailchimp & Co



With Intuit's resources, we're changing how we collaborate with partners to help you and your clients thrive in the digital world. We've created Mailchimp & Co to support the growth of freelancers and agencies. You are our valued partners, offering guidance to our customers worldwide.

Mailchimp & Co provides access to exclusive events, webinars, product news, and community to learn from peers. In turn, you share your expertise with small businesses seeking success and revenue growth. Mailchimp & Co is designed to benefit you. In this guide, we'll show you how to maximize its potential.

# Member Levels & Benefits Overview

## Partner Type

### Member

- Members are part of a supportive agency and freelancer community that offers a guided path to partnership.
- Eligible members can earn commission for up to 12 months on new customer referrals and managed customer revenue.

### Partner

- Partners are recognized (and recommended) as a Mailchimp professional, which comes with additional benefits and customized features.
- Eligible Partners earn commission for up to 24 months on new customer referrals and managed customer revenue.

### Pro-Partner

- Pro-partners are our most celebrated and experienced Mailchimp ambassadors, with access to even more exclusive perks and premium support.
- Eligible Pro-Partners can earn commission for up to 36 months on new customer referrals and managed customer revenue.

# Benefits Overview

	Member	Member (2 or more clients)	Partner	Pro-Partner
<b>Client Exposure and Leads</b>				
Directory Listing			●	●
Mailchimp Community Events	●	●	●	●
Mailchimp & Co Pro-Partner Events				●
Co-Marketing Toolkits			●	●
Partner Badge			●	●
<b>Partner Enablement and Training</b>				
Mailchimp Partner Slack			●	●
Competitive Sales Enablement Tools			●	●
Partner Webinars & Newsletters			●	●
Mailchimp Academy Access	●	●	●	●
<b>Rewards and Exclusive Access</b>				
Commission for Referrals		●	●	●
Enhanced Support		●	●	●
Priority Support Team			●	●
Special Partner Incentives & Programs			●	●
Product Beta Opportunities			●	●

# Benefits in Detail

## Members

### All members receive:

- **Access to Mailchimp Academy:** Members have access to Mailchimp Academy and the opportunity to become Mailchimp certified in different areas of focus
- **Mailchimp & Co newsletter:** Members can sign up for a monthly newsletter to read about product updates, partnership opportunities, Mailchimp resources, thought leadership content and more
- **Partners-only webinars:** Partners are invited to attend exclusive webinars, where you can be the first to hear about new products and features, Mailchimp & Co news, and marketing strategies
- **Exclusive Mailchimp & Co events:** Members have the opportunity to attend Partner events to network with fellow Mailchimp & Co members and other Partner community members

### Members who have at least 2 paid clients connected to their account also receive:

- **Commission for referrals:** Earn commission for referring new clients to Mailchimp and for existing paid clients connected to your account. ([See more details](#))
- **Enhanced support:** Members at this level have access to email and chat support, accessible through the Mailchimp & Co dashboard

# Benefits in Detail

## Partner

- **Directory listing:** Partners have a listing in the Experts Directory so Mailchimp's millions of customers can connect with you. Share your skills and specialties and showcase examples of previous work to offer your services to prospective clients
- **Access to Partner Slack:** Partners have the opportunity to join the Mailchimp partner Slack workspace, where you can discuss all things Mailchimp, marketing, and best practices with other partners and pro partners
- **Special Partner Incentives:** Partners have the opportunity to participate in special referral programs or limited-time offers to help drive client referrals or new business
- **Competitive sales materials:** Partners have access to materials like white papers, competitive comparisons, and sales enablement materials in our Partner Portal, accessible through the Mailchimp & Co dashboard. Use these materials to help you pitch Mailchimp to current and prospective clients
- **Commission for referrals:** Earn commission for referring new clients to Mailchimp and for existing paid clients connected to your account. ([See more details](#))
- **Priority support with access to Premium Support team:** Partners have access to premium email and chat support, accessible through the Mailchimp & Co dashboard. You will be routed through a separate Premium Support queue for priority response times and move up in the queue for improved compliance and billing response times
- **Partner badge:** Partners will receive a Mailchimp partner badge that you can feature on your website and social media accounts and across other materials
- **Co-Marketing toolkits:** Partners will be eligible to receive co-marketing toolkits with branded content, playbooks, and media assets that can be featured on your own channels or to host events



# Benefits in Detail

## Pro-Partner

### All Partner benefits mentioned, plus the below:

- **Access to Mailchimp & Co Pro Partner Events:** Pro partners will have the opportunity to attend meetups to network with fellow Pro Partners and Mailchimp team members
- **Product beta access:** Partners have the opportunity to participate in exclusive betas of new products and features
- **Phone Support:** In addition to priority support unlocked by reaching Partner status, Pro partners gain access to Mailchimp Phone support teams with routing to Premium Phone Support queues



# Member Terms and Conditions

When it comes to community, there is no such thing as “one size fits all.” We wanted to build a program that could meet you where you are right now and help you take your business to the next level. Whether you are just starting out as a freelancer, have landed your first couple of clients, or are a full blown agency with lots of accounts, Mailchimp & Co is here for you and your business. Mailchimp & Co is designed to grow with you as you invest in your skills and grow your client base.

As you unlock new levels of mastery through our training and certification resources and begin to connect and work with new paid client accounts, you’ll level up your partner status. Have more questions about our membership levels and benefits?

[PLEASE SEE THE MAILCHIMP & CO TERMS.](#)