



Become an Optimizely Partner

Join an industry-leading partner eco-system

Optimizely's Partner Program consists of leading digital agencies, consulting firms, system integrators and technology providers that provide best in class digital optimization services to their clients.

The marketing technology landscape is evolving, and Experimentation is changing the way companies leverage data to make smarter decisions. As a partner, you can gain access to a collection of proven marketing and sales resources, specialized technical training & support, and a named partner account manager to guide your path, share insights and help grow your business.

WHY PARTNER WITH OPTIMIZEZY



Partner with the market leader in Digital Experience Optimization and proud supplier of choice for 26 of the US Fortune 100 as well as the platform used by some of the world's top "digital disruptors"



Access best in class training, enablement and support to help get your company certified on the Optimizely product and become an optimization expert



Open new revenue streams to grow your business with a partner that will help you win the Experimentation market



Work with a trusted partner that's in the product business, not the services business

Optimizely's Partner Program has three tiers: **Strategic, Community & Technology**. To learn more, visit [Optimizely.com/partners/](https://optimizely.com/partners/) or contact your account representative.

PARTNER PROGRAM BENEFITS AT A GLANCE

	Strategic	Community	Technology
Co-Marketing			
Commission on 1st year subscription ARR	20%	10%	N/A
Right to use Optimizely partner logo	✓	✓	✓
Listing in Partner Directory	✓	—	✓
Opportunity to participate in Joint Webinar	✓	—	✓
Go to Market Activities			
Develop Joint Go to Market Plan	✓	—	—
Co-Sponsored Field Events	✓	—	✓
Opportunity to create joint sales collateral	✓	—	—
Eligible for Customer Introductions by Optimizely	✓	—	—
Partner Company One Pager	✓	—	—
Support & Enablement			
Sales Support for referred deals	✓	✓	✓
Named Optimizely Partner Manager	✓	—	—
Access to Partner Enablement team	✓	—	—
Access to Sandbox Account	✓	—	✓
Access to Partner Portal	✓	✓	✓
Access to Priority Technical Support	✓	—	—
Access to Optimizely Optiverse	✓	✓	✓
Partner Program Requirements			
Annual Revenue Commitment or,	\$500K	N/A	N/A
5 Minimum Referred closed won deals	✓	N/A	N/A
Signed Partner Agreement	✓	✓	N/A
Certifications	<5	0	N/A
Named Partner Contact for Optimizely	✓	—	N/A

JOIN NOW

For more information or to join Optimizely Partner Program email partners@optimizely.com

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