

REFERRAL PARTNER PROGRAM

Become an Act-On Referral Partner! Get paid when you help clients navigate the fast-paced marketing technology landscape and join the Act-On family!

COMMISSIONS



Referral partners receive 10% commission on every deal they refer, and the program requires no up-front investment or fees. Referral partners will also be considered for our Select Referral Partner Program where they can earn higher margins on referrals.

WORKING WITH ACT-ON



As a referral partner, you'll get marketing materials you can use to generate leads. Already have leads and contacts? Fill in our simple lead referral form, and if your lead becomes a customer, then you're eligible for commission.

BENEFITS



Generate Revenue: Get paid when you refer a company who buys Act-On

Marketing Materials: We'll make it easy for you to share Act-On's features and benefits

Select Referral Partner Program: Be considered for our select referral partner program with higher margins & more support

Easy to Join: No up-front costs or training required

Commission: 10% commission on first year's invoices

QUALIFICATIONS

Accept Terms & Conditions of online referral application

A qualified lead – someone who could benefit from a system like Act-On

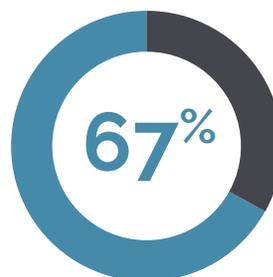
Register lead using deal registration form

Must be new opportunity, in which Act-On is not already engaged

Deal must close within nine months of lead submission

Marketing Automation is a Hot Market

Marketing automation is one of the hottest industries in business-to-business SaaS software; annual growth rates have held steady at over 50% for the last several years. However, it's still a green field market: Overall adoption is between 10-20%, and in the mid-market (\$20-500 million) it's less than 10%. The total available market in North America alone is estimated to be over \$10B.



Best-in-Class companies are **67%** more likely to use a marketing automation platform.

- Aberdeen Group
"State of Marketing Automation 2014: Processes that Produce" (2014)