

# Partner Program

We support you in every way possible to significantly accelerate your sales, out-position the competition, and in turn, help you benefit from attainable partner rewards.

## As an Amplitude Partner You Receive:

- **Access to Partner Portal** for document management, deal registration and the ability to create your listing on our Partner Directory.
- **Expansion of your ecosystem** through collaboration with global solution and technology leaders to extend your digital footprint.
- **Explore new revenue streams** and potential through enablement, co-selling and joint marketing efforts.

## Partner Program Key Benefits:



### Training

A self-guided learning portal with courses and guides, a thriving partner community, and 24/7 partner support.



### Joint Marketing

Accelerate your business growth with joint marketing opportunities and campaigns in a box to drive sales velocity.



### Joint Selling

Grow revenue by implementing and selling Amplitude, along with 1:1 sales support anytime you or your customers need it.

# Solution Partner Ecosystem Benefits & Requirements



	Partner	Advanced	Premier
<b>Benefits</b>			
Partner Portal Access	•	•	•
Dedicated Partner Manager		•	•
Dedicated Partner Marketer		•	•
Partner Advisory Board Membership			•
<b>Planning</b>			
Referral Eligibility	•	•	•
Joint Annual Partner Plan		•	•
Access to GTM Teams (Sales, Success, Support)			•
<b>Enablement</b>			
Sales Enablement	•	•	•
Digital On-Demand Training (Product, Sales, Activation)	•	•	•
Access to Partner Certifications	•	•	•
New Product Announcement	•	•	•
Enterprise Partner Sandbox		•	•
Custom Enablement & On-Site Training			•
<b>Marketing</b>			
Listing in Amplitude Partner Directory	•	•	•
Co-Marketing Tool Kit	•	•	•
Joint Value Prop Document		•	•
Go-To-Market Plan		•	•
Sales Brief		•	•
Joint Case Study		•	•
Events Sponsorship		Standard	Priority
<b>Requirements</b>			
Annual Qualified Referred Business (Opportunity/Pipeline)	1 Opportunity	\$250,000	\$750,000
# Sales Certifications	1	2	3
# Insights Certifications	2	5	10
# Implementation Certifications	1	2	4
Referenceable Joint Customer Story		1	2