

# 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.



### Marketing

Accelerate your business growth with marketing opportunities to increase awareness and 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.

# Technology Partner Ecosystem Benefits & Requirements



	Integration	Advanced	Premier
<b>Benefits</b>			
Partner Portal Access	•	•	•
Dedicated Partner Manager		•	•
Partner Advisory Board Membership			•
Listing on Amplitude Integration Directory	•	•	•
Listing on Amplitude Partner Directory		•	•
<b>Co-Selling</b>			
Referral Eligibility	•	•	•
Joint Annual Partner Plan		•	•
Access to GTM Teams (Sales, Success, Support)			•
Custom Enablement & On-Site Training			•
<b>Product</b>			
Integration Development & Support	•	•	•
Enterprise Partner Sandbox (upon request)		•	•
<b>Marketing</b>			
Co-Marketing Support			•
Referenceable Joint Case Study			•
Joint Value Prop Document		•	•
Thought Leadership Content		•	•
Events Sponsorship		Standard	Priority
Sales Enablement Document		•	•
Amplitude Branding Package	•	•	•
<b>Requirements</b>			
Annual Qualified Referred Business (Opportunity/Pipeline)	0	4	10
Customers using Integration	4	40	80
Customer Examples	0	4	8
Referenceable Joint Customer Story	0	1 per year	4 per year
Validated Integration	•	•	•