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Pushwoosh Sales & Technology Partnership Programs

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All information contained in the Proposal is confidential and proprietary. Under no circumstances will this information be disclosed to any third parties other than Pushwoosh, the Client mentioned above and its affiliates.



Pushwoosh is a cross-channel marketing platform designed to deliver push notifications, in-app messages, emails and Facebook messages for customer engagement at every stage of the sales funnel.



450M
daily push
notifications

2B
Connected devices

500B
messages

Pushwoosh allows companies to launch effective real-time communications and engage mobile and web users via push notifications, emails, in-app messages and messengers.

Since its foundation in 2011, the company has become a global brand in user engagement and cross-channel marketing communications.

Founded – 2011
Headquarters: Washington, DC
Team – 100 people

Personalization

Run targeted cross-channel campaigns using Segmentation, Dynamic Content & Templates. Personalize communications with your customers.

Automation

Message delivery based on user behavior, geolocation and other user-level actions makes your communications timely and relevant, while saving you effort and time.

Cross-channel

Engage users with emails, mobile, web push notifications, Facebook Messenger and mobile in-app messaging. All communication channels are at your service to boost the efficiency of your campaigns.

Trusted by thousands of global leading brands:





We seek professional partners

Partnership Benefits:

Business growth

It takes thousands of person-months to develop a mature software product, which is used by over 90 000 clients around the globe. We are ready to share our success by entering new markets together. We are passionate about empowering and supporting our partners. Aside from access to the software, we give you the guidance, support, and training to help your company and its clients grow and succeed. Transparent and flexible program conditions will allow you to balance your commitment and contribution with the financial reward which will only be limited to your desire to grow.

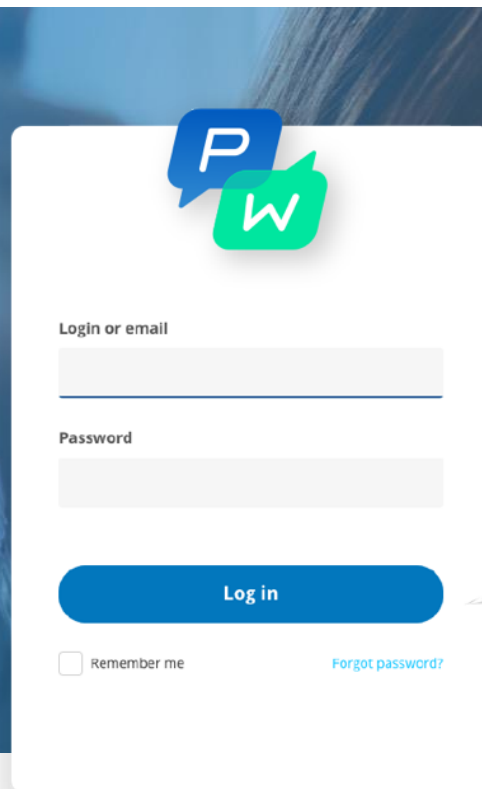
Additional revenue stream

Becoming a partner creates amazing opportunities for boosting revenue without additional spending.

More value for your customers

You're ready to give your customers more – as soon as you become a partner. The value you provide can to your customers and offer to your prospects grows drastically.

Who is a good fit?







Partnership program will work for both companies and individuals who want to grow their business by providing exceptional sales and consulting services contributing to the success of the digital marketing strategies of their clients.

Partnership success will be based on:

- ✓ **Regional market expertise and reach**
- ✓ **Understanding of digital marketing**
- ✓ **Basic knowledge of SaaS model**

Partnership Levels

		REFERENCE	SALES	PREMIUM	DEVELOPER
	Sales Training	✓	✓	✓	-
	Technical Training	-	-	✓	✓
	Technical Support in English	-	-	✓	✓
	Partner Commission	5%	10%	20%	Developer Discount

Reference Level

Partner introduces Pushwoosh to prospects and facilitates initial communication. Pushwoosh performs sales and technical pre-sales activities to make a deal with the prospect.

Partner receives commission as a percentage of the initial fee.

Sales Level

Partner is actively looking for new sales opportunities and develops each opportunity through the sales pipeline. Pushwoosh's Sales manager gets involved at the stage of preparing a commercial proposal, however relies on the Partner to drive the sales to completion.

Technical activities, such as product demonstrations, are done by Pushwoosh's Customer Success Manager

Premium Level

Partner allocates a Sales Manager and a part-time Customer Success Manager to be able to independently complete the sales with Pushwoosh making commercial proposals, negotiations and legal work only.

Partner also performs onboarding and 1st line support as a paid service to the clients.

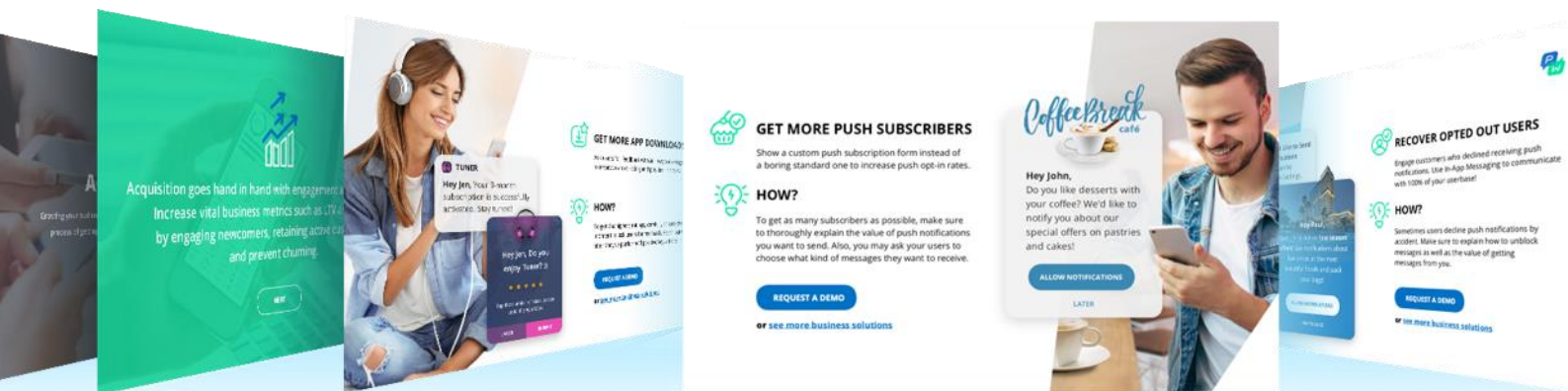
Developer Level

Partner re-sells Pushwoosh services to their clients taking advantage of special partner price and volume discounts.

Partner Assistance

Resources & Support

- Personal onboarding – sales & technical training
- Partner knowledge base (sales methodology and technical guides)
- Marketing materials
- Dedicated partner manager
- Technical support



Stages of Collaboration

Inception (1st week):

- Partnership Strategy Discussion
- Technical Demo to the Partner

Transition (1-2 months)

Pushwoosh extensively supports Partner sales activities both technical and business. It includes participating in sales calls, product demos and pre-sales communications. The goal is to provide field training to the Partner's team and help to make sales process more effective.

During this period the commercial terms are similar to the Sales Level.

Customer Onboarding is performed by Pushwoosh with participation of Partner's SCM.

Regular collaboration

Once the Partner team feels comfortable with the product and sales process, they start acting independently:

- Conduct sales calls
- Conduct platform demos
- Provide customer onboarding
- Provide support service

Contact Us

Start boosting your business growth with
Pushwoosh now!

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