



# PartnerStack

The Full Stack Solution for Partnerships

Build // Manage // Scale

# Scales with the best

Some of the biggest and fastest growing companies in the world use PartnerStack as their full-stack solution to power all of their channels: **referral, reseller, affiliate, and ambassador**

**Partner Experience** Your partners will love our platform, which means they'll love selling more.

**A Full-Stack Solution** Manage all of your partner channels in one spot, including payouts & compliance.

**Our Marketplace** The average PartnerStack customer sees a +30% lift coming through our Marketplace.

intuit®

aircall

Evernote

unbounce

TaxJar®

INTERCOM

asana

monday.com

# We believe Go-To-Market teams have a blind spot...

Every GTM function has evolved and reached a sophisticated level of maturity, except for Channel and Indirect Sales, despite driving 70% of global revenue for organizations. It's time to change that.

## Sales Automation



Automated  
Direct Sales with  
CRM

## Marketing Automation



Expanded the efforts  
of Direct Sales by  
automating  
Marketing

## Customer Experience



Improved customer  
retention to keep  
hard earned  
customers

## Channel Sales

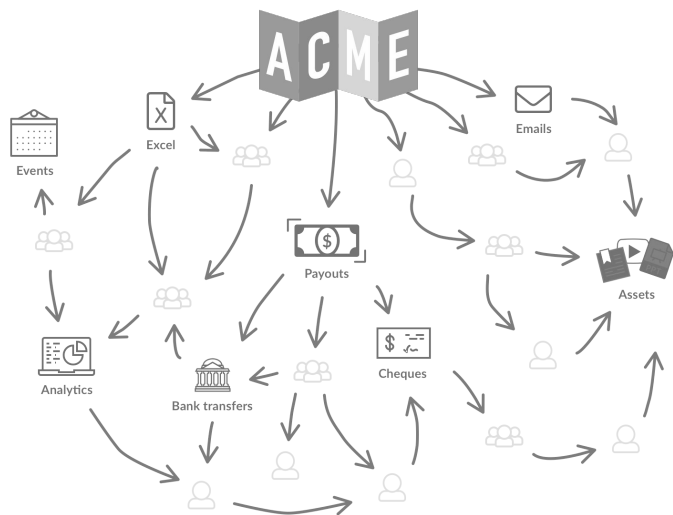


Underdeveloped,  
despite driving 70%  
of global revenue\*

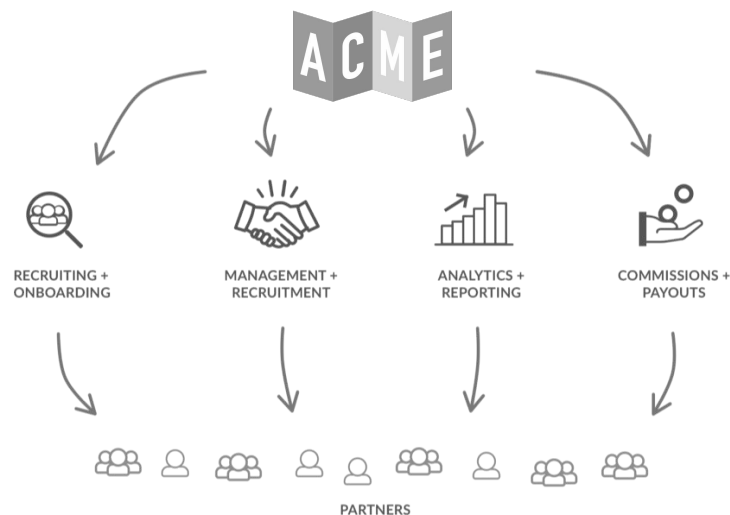
## ... and the way to fix it is **bring order to channel chaos**

The biggest and fastest growing organizations in the world have brought order to their indirect sales channel, using PartnerStack as their full-stack solution.

from 'chaos'



to 'order'



# How PartnerStack brings order

## Automated Partner Recruitment & Management

- Automate partner recruitment, onboarding and incentives.
- Manage all of your partner channels in one spot. Easily consolidate channels or launch new channels.

## Drive Partner Engagement & Promotions

- Offer challenges to drive engagement and incent partners
- Do it with customizable affiliate and referral links.

## Create Better Partners

- With built in partner training and a certification LMS, as well as partner tiers with unique rewards, you'll see your partners level up their performance, automatically.
- Segment partners to create unique experiences and give them everything they need to be successful.

## Compliant Partner Payouts

- Pay partners a revenue share, or reward them based on different trigger events. Support non-monetary rewards.
- Do it all with full compliance.

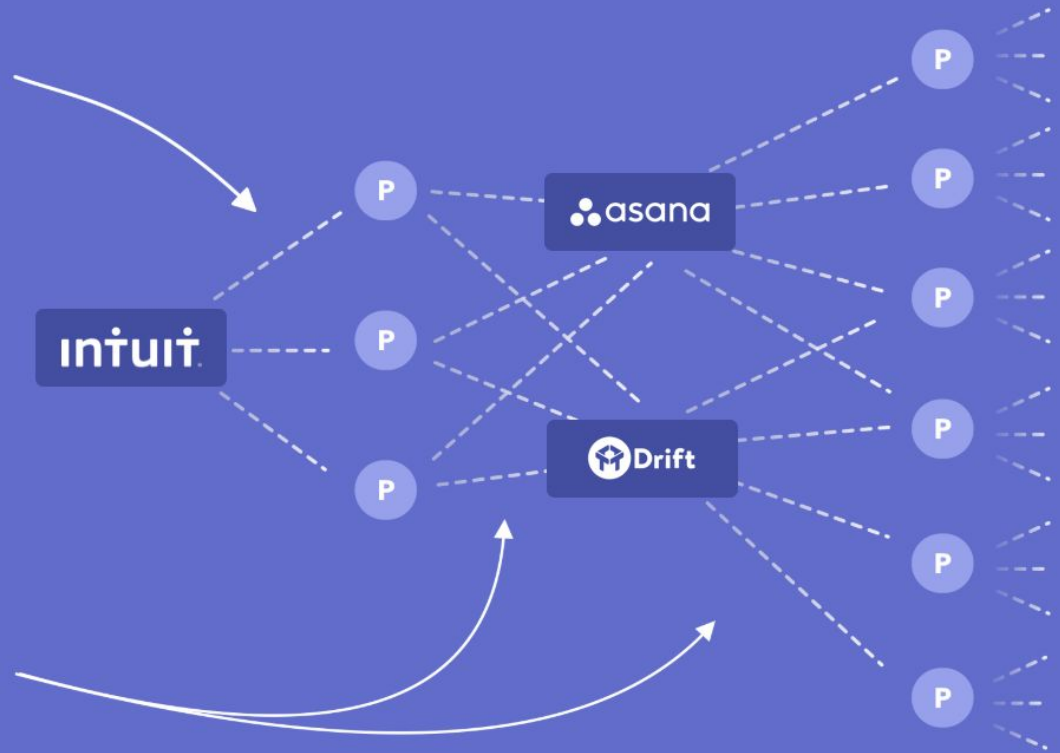
PartnerStack is more than that though...

**We are a Distribution Network**

Welcome to the PartnerStack Marketplace

Vendors recruit their own Partners onto the PartnerStack platform as they build their programs

Once on the platform, Partners join multiple Vendor partner programs



# The average PartnerStack customer sees a **+30% revenue lift from our Marketplace**

- Over 450,000 partners in our network
- ~20,000 new partners join each month

PartnerStack network - 24 months ago





# And our customers love us...



Alaina Maloney

**intuit**

## Vendor Problems

5+ tools to manually  
manage a Partner  
Channel

Siloed Partners

\$3MM overpaid to  
Channel Partners

## PartnerStack Solution

Single Source of Truth:

- Recruiting & Onboarding
- Analytics & Reporting
- Managing & Engaging
- Commission Tracking & Payouts

Network Experience

Automated and accurate  
paid commissions

“ PartnerStack is the engine that's powering a valuable growth segment for us. Their leadership team was an invaluable resource in laying foundational strategy, while their customer success team is 10/10 helpful, generous, and effective with their service. ”

**Tyrone Lingley, Director of Partnerships**



“ In 18 months, we drove over \$1M in new revenue through channels opened by PartnerStack, account for +40% of our total new revenue. One year later, we’re more than double that, with a large portion of the revenue coming from PartnerStack’s network. ”

**Chris Small, VP Marketing**



# Thank You



[www.partnerstack.com](http://www.partnerstack.com)