



bazaarvoice™

Bazaarvoice Partnership Program



At Bazaarvoice, we're committed to helping our customers build smarter shopping experiences. The right partners are instrumental in building a successful journey.

Our global partner program gives you access to the tools, resources, and insights you need to delight your clients and grow your business. Join the Bazaarvoice Partner Program and together we can champion authentic voices of the marketplace.

The Program currently operates across five tiers, organized based on the overall impact that each partner has on Bazaarvoice's business and our joint customers' success.

Partner tiers

Integration Partner

As an integration partner, you have API access to our network. This level of partnership can be combined with the Signature or Premier tiers

Signature Partner

Signature partners have made investments in their overall partnership with Bazaarvoice and actively foster their relationship to grow each other's customer base.

Premier Partner

Premier partners have the closest level of partnership with Bazaarvoice and work together on joint business plans, co-marketing activities and success metrics to drive significant business results.

Partner Program Benefits

Program Benefits		3rd Party Syndication Integration	Referral
		3rd party syndication integration partners are able to syndicate reviews to the Bazaarvoice Network.	As a referral partner, we will refer leads to each other, creating a mutually beneficial relationship.
Marketing			
Partner Profile on Bazaarvoice Marketplace Exchange		Name listed	Logo + Name listed
Revenue share (Referral Fee)			✓ 10% Revenue share
Enablement			
Access to Bazaarvoice Partner Portal			✓

Program Benefits	Integration	Signature	Premier
	As an integration partner, you have API access to Bazaarvoice’s network. This level of partnership can be combined with the Signature or Premier tiers.	Signature partners have made investments in their overall partnership with Bazaarvoice and actively foster their relationship to grow each other's customer base.	Premier partners have the closest level of partnership with Bazaarvoice and work together on joint business plans, co-marketing activities and success metrics to drive significant business results.
Marketing			
Partner Profile on Bazaarvoice Marketplace Exchange	Logo + detailed profile page on integration	Logo + company summary	Full detailed profile page
Ability to use Bazaarvoice marks + access to marketing tool kit		Access to marketing launch kit	✓
Co-marketing activities		Case by case	Joint participation and funding of activities that can include: <ul style="list-style-type: none"> • In person or virtual event • Case Study • Blog • Webinar
Invitation to proprietary events and speaking opportunities (in-person or virtual)		Case by case	✓
Discounts on Bazaarvoice activities			✓
Revenue share or MDF	Revenue share*	✓ 10% Revenue share + 5% MDF	✓ 13% Revenue share + 7% MDF
Press release	Case by case	Case by case	✓

Partner Program Benefits (continued)

Program Benefits	Integration	Signature	Premier
Marketing			
Expectations of partner at launch	<ul style="list-style-type: none"> Share on own social channels and engage with Bazaarvoice social posts Internal enablement and activation of Bazaarvoice teams 	<ul style="list-style-type: none"> Add Bazaarvoice to partner's marketplace (if applicable) Share on own social channels and engage with Bazaarvoice social posts 	<ul style="list-style-type: none"> Jointly promoted press release (if applicable) Add Bazaarvoice to partner's marketplace (if applicable) Blog post promoting partnership Send dedicated email announcing partnership, with CTA going to referral page; include announcement in customer communications Share on own social channels and engage with Bazaarvoice social posts
Enablement and Support			
Dedicated Partner Account Manager			✓
Shared Slack Channel			✓
Presentation Opportunities for Bazaarvoice Internal Enablement	✓	✓	✓
Access to Bazaarvoice Partner Portal		✓	✓
Bazaarvoice Training Solution Engineering	Access to a Bazaarvoice integration specialist	Hour long intro session with partner account manager + access to preferred rate card for additional support	✓ Solution Engineer support
Shadowing on co-selling			✓
Business Requirements			
Minimum Partner Program commitment			Measured against crossbeam to determine deal size
Annual Minimum Partner Qualified Pipeline			Measured against your estimate of amount of pipeline
Account mapping (must be on Crossbeam/Reveal, exceptions for SI, agencies)	Case by case	✓	✓
Joint Business Plan			✓
Executive sponsor + QBRs			Yearly evaluation of partner effectiveness
Minimum Partner Program commitment			Measured against crossbeam to determine deal size

Let's be successful, together.

Learn more at www.bazaarvoice.com/partners

*If integration is sold to customers for a fee, Bazaarvoice requires a revenue share