



ExactTarget Partner Network

<Referral / Consulting / Reseller / Integrated / Embedded>

Your guide to understanding the ExactTarget Partner Network

ExactTarget Partner Network Overview



ExactTarget **Partner Network**

< Referral / Consulting / Reseller / Integrated / Embedded >

Shared Success. No Boundaries.

Partners have played an integral role in the ExactTarget success story. From our earliest days, Agencies — or “ProConnects” as they were known in 2001 — have been an important mechanism for driving our product into the marketplace and for adding value for our traditional customer: the marketer.

We’ve designed our Partner Network on the premise of “shared success.” We strongly believe that both entities in our Partner relationship should benefit from each other’s strengths, and we are firmly committed to ensuring our clients’ success. In addition, we have built our Partner Network with “no boundaries” — and with a vast amount of breadth and depth. We want our Partners to be able to work with ExactTarget in the way that best fits their business objectives. Ultimately, our goal is our clients’ one-to-one marketing success.

In the past two years, the Partner legacy has expanded to include Integrated Partners such as Salesforce.com, Microsoft Dynamics™ CRM, and Omniture. Our industry-leading integration capabilities enable Embedded Partners to create email marketing modules as part of their proprietary software offerings.

The launch of the ExactTarget Partner Network (introduced at Connections ‘08, ExactTarget’s annual user conference) marks another milestone in our industry-leading Partner Network.

ExactTarget Partners Defined

The ExactTarget Partner Network is designed to help organizations of any size — and with any business objective — find the optimal way to partner with ExactTarget. Currently, the ExactTarget Partner Network includes the following highlights:

- ExactTarget has over 500 Reseller Partners that comprise approximately 20% of our overall revenue and represent over 2,000 organizations using the ExactTarget platform for their one-to-one digital marketing messages.
- ExactTarget is the only email service provider that has an integrated partnership with Salesforce.com, Microsoft Dynamics CRM, and Omniture.
- ExactTarget is the only email service provider with an extensive network of Microsoft Value-Added Resellers (VARs), who leverage our expertise in digital marketing to enhance their clients’ use of Microsoft Dynamics CRM.
- ExactTarget is the only email service provider with a public-facing network — the Extensions Network — that allows third parties to develop and maintain integrations built to its platform.
- ExactTarget currently has 24 Embedded Partners that manage and maintain email marketing solutions for over 5,000 clients as part of their larger business solution.

About ExactTarget

ExactTarget, Inc. is a leading provider of on-demand email marketing software solutions. Our suite of one-to-one marketing applications enables clients to send business-critical and event-triggered communications to increase sales, optimize marketing investments, and strengthen customer relationships.

The ExactTarget Partner Network Outline

Various levels of expertise exist within the ExactTarget Partner Network, as outlined and defined below:



ExactTarget Referral Partner

Referral Partners identify and introduce potential ExactTarget customers to our one-to-one marketing communication solutions in return for a shared revenue commission. Ideal candidates for this program include:

- Digital marketing consultants
- Technology consultants with expertise in marketing solutions
- Business consultants
- Sales consultants
- Web designers

The power of ExactTarget's one-to-one marketing communications solution is that it can be used by any size company at any level of technical expertise. **If you want to be recognized as a savvy resource in the new age of marketing communications, ExactTarget's Referral Partner program is designed for you.**

As part of the ExactTarget Referral Partner program, you receive the tools you need to effectively refer business to ExactTarget. You can also rest assured in the knowledge that your clients will be taken care of by the one-to-one communication market leaders. Most importantly, the ExactTarget Referral Partner program is **free**.

The Ideal Candidate for the ExactTarget Referral Partner Program

The ideal candidate for our Referral Partner program includes organizations and individuals who have a passion for digital marketing solutions, and the industry knowledge to understand when the ExactTarget solution is the right fit for clients and associates.

By associating yourself with ExactTarget as a Referral Partner, you ensure your customers and associates are working with a sales team and an account management team that is the best in the business.

Commission Detail

Under the ExactTarget Referral Partner program, you are entitled to receive a referral award equal to 5% of the initial transaction of the first year license revenue. Awards are net of any promotions or discounts, and exclude any maintenance and support plans, services, training, and other related offerings. You will receive a unique online form to enter referrals. To qualify, the referral must be made prior to the prospect contacting ExactTarget on its own, and the prospect cannot already be listed in our system as an existing lead.



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Referral Partner

Have We Piqued Your Interest?

If you are interested in the ExactTarget Referral Partner Network, send an email to referral@exacttarget.com, and a member of our team will contact you to get started.

ExactTarget CRM Partner Network

ExactTarget's CRM Partner Network — a special subset of ExactTarget's Referral Partner program — is designed to leverage the CRM (Customer Relationship Management) expertise of Microsoft Dynamics™ CRM VARs (Value-Added Resellers). ExactTarget works hand-in-hand with our CRM Partner Network to meet the email marketing needs of clients using ExactTarget for Microsoft Dynamics CRM. This Partner program is based on a mutual referral agreement and provides additional services revenue for members of our CRM Partner Network.

Members of the ExactTarget CRM Partner Network benefit from a variety of joint marketing opportunities, including:

- Press releases
- Case studies
- Live events
- Web-hosted events

Microsoft CRM Partners are also listed on ExactTarget's corporate website. To allow partners to gain expertise on the ExactTarget for Microsoft Dynamics CRM integration, partners are given free access to a sandbox development account. Additionally, ExactTarget CRM Partners are provided special discounts when purchasing an ExactTarget license for marketing purposes.

The Ideal Candidate for the ExactTarget CRM Partner Program

Microsoft CRM VARs that are properly enrolled in Microsoft's Partner program and have achieved Microsoft Gold Certified status are ideal candidates for the ExactTarget CRM Partner Network.

Additionally, ExactTarget requires that all partners have implemented at least thirty instances of Microsoft Dynamics CRM — whether they are on-premise or partner-hosted.

Want to learn more? Contact us at CRMPartner@exacttarget.com for additional information.



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CRM Partner

ExactTarget Consulting Partner

Consulting Partners provide services to help ExactTarget customers successfully implement the ExactTarget solution. As a Consulting Partner, you are trained and certified on the breadth of ExactTarget offerings to help customers achieve competitive business results from their one-to-one marketing programs. Consulting Partners work hand-in-hand with the ExactTarget account team and partner manager to ensure our mutual customers' complete satisfaction and willingness to provide a positive reference.

Services provided by Consulting Partners include:

- Architecture and solutions development
- Application configuration
- Feature enablement
- Third party integration
- Web services and API development
- Reporting and query solutions
- Training

The Ideal Candidate for the ExactTarget Consulting Partner Program

The ideal Consulting Partner is a professional services firm with a deep systems integration and technology services expertise in the SaaS (Software as a Service) space. This firm is focused on services related to a discrete set of best-of-breed, on-demand solutions (e.g. SFDC, SuccessFactors, Xactly) and has tied its success to a SaaS model and several SaaS brands. Firms that also have a focus on marketing and/or email solutions are best positioned to serve our customer base.

Why Should Your Firm Partner with ExactTarget?

ExactTarget is driving the SaaS revolution. We believe that SaaS is poised to transform the enterprise software landscape — and the very definition of technology professional services. Consulting Partners have the opportunity to participate in this revolution by partnering with a premier brand and the best one-to-one marketing solutions provider in the marketplace.

This program will generate new customers for all of our Consulting Partners, as well as the opportunity to drive smoother, more predictable revenue over time. Consulting Partners are also encouraged to represent their own products and services via these new customer relationships.

Want to learn more? Contact epncp@exacttarget.com, and a Consulting Partner Manager will connect with you.



What Can ExactTarget Do For You?

If your firm has a general focus on technology or marketing services but does not currently meet all of our "ideal candidate requirements," we would love to hear from you to discuss how ExactTarget can help you focus and gain new market share.

ExactTarget Reseller Partner

Reseller Partners represent ExactTarget in the marketplace and provide marketing expertise to their clients to ensure the successful use of our solution. Reseller Partners have invested the time and resources to certify themselves to properly sell, service, and provide level-one support for the ExactTarget solution. Ideal candidates for this program include:

- Advertising agencies
- Interactive marketing agencies
- Public relations firms
- Website development firms

To become an ExactTarget Reseller Partner, certain requirements must be met — and corresponding benefits are granted. Both the requirements and benefits of participating in the Reseller Partner program build upon themselves as you move up the various Tiers (i.e. Bronze*, Silver, Gold, and Platinum). As your organization meets the more stringent requirements of the higher-level Tiers, you are rewarded with greater benefits.

**All ExactTarget Reseller Partners are initially categorized in the Bronze Tier.*

Reseller Partners achieve a Tier status based on several factors — including, but not limited to — the following:

- Annual level of sales through ExactTarget
- Number of earned certifications (e.g. Education, Product, Expertise)
- Number of active ExactTarget client licenses
- Growth of additional ExactTarget client licenses year after year

Reseller Partners are eligible for certain benefits based on the Tier status they have achieved. Sample benefits may include:

- Listing on the ExactTarget Reseller Partner page with link back to the Reseller's website
- Business plans that potentially include sales leads signed by the ExactTarget Vice-President of Channel Sales
- Access to free functionality and features based on specific product certifications
- Discounts toward the purchase of additional features and functionality for client licenses
- Press releases
- Speaking engagements

Discounts toward the purchase of features and functionality for active client accounts are based on the published Reseller Partner Rate Card. Discount levels are based on Tier level and are achieved by the Reseller Partner.

Interested in learning more? Contact us at reseller@exacttarget.com.



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Reseller Partner

What is a Certification?

For detailed information on ExactTarget Reseller Partner Certifications, please see our “Reseller Program Guide” or email partners@exacttarget.com.

ExactTarget Integrated Partner

ExactTarget's Integrated Partners use the power of our framework to build and deploy productized integrations between our industry-leading solution and the partner's own software solution. As an Integrated Partner, you help organizations achieve streamlined marketing processes while benefitting from best-of-breed software applications. ISVs (Independent Software Vendors) with technology that is complementary to ExactTarget's digital marketing platform are ideal candidates for the Integrated Partner program.

The Ideal Candidate for the ExactTarget Integrated Partner Program

ISVs with technology that is complementary to the ExactTarget solution and have the appropriate resources to develop, test, and maintain the integration are the ideal candidates for the ExactTarget Integrated Partner program. Those organizations that have mechanisms to support co-marketing and co-selling opportunities of the solution will benefit most from an ExactTarget integrated partnership.

Why Should You Partner with ExactTarget?

ExactTarget Integrated Partners benefit from a variety of joint marketing and co-selling opportunities. These benefits include — but are not limited to — the following:

- Listing on ExactTarget's Extensions Network — our public-facing showcase of ExactTarget built and ExactTarget certified integrations
- Access to ExactTarget's API documentation, Developer Community, and development environment to develop, test, and maintain a productized integration
- Participation in a variety of ExactTarget supported marketing initiatives, including press releases, case studies, webinars, and data sheets
- Opportunities to educate members of the ExactTarget sales organization and client-facing employees about your integration and the value it provides our joint clients and prospects
- Networking opportunities with members of ExactTarget's sales organization and client-facing employee team members
- Ability to grow each other's business via a mutual referral agreement to encourage lead sharing and co-selling opportunities

To learn more about the ExactTarget Integrated Partner program, please send an email to us at partners@exacttarget.com.



Introducing the Extensions Network

Are you looking for trusted partners and integrations to help drive your one-to-one marketing campaigns? Visit the Extensions Network at www.extensionsnetwork.com, and discover an online marketplace where you can research and evaluate complementary applications — and extend the value of your ExactTarget software.



ExactTarget Embedded Partner

ExactTarget Embedded Partners provide software applications to their customers. As an Embedded Partner, your software product's user interface contains features and functionality that enable your customers to manage the process of creating and executing email campaigns.



Examples of the kind of software applications that ExactTarget Embedded Partners provide are:

- CRM (Customer Relationship Management)
- POS (Point of sale)
- Marketing automation
- Print on-demand
- eCommerce
- Content management

Email features and functionality are a distinct part of the Embedded Partners' go-to-market offering.

What is ExactTarget Embedded?

ExactTarget Embedded can be summarized with the following statements:

- ExactTarget Embedded product integration capabilities allow Embedded Partners to manage deliverability, develop features on top of our functionality, and help our partners avoid making significant capital investments in hardware, software, bandwidth, and licenses.
- The Embedded License grants our partners access to our APIs and the ability to sub-license ExactTarget's API into their software applications.
- The Embedded Program includes access to a software development toolkit, sample code, sample applications, and access to integration engineering support. ExactTarget's Embedded Program is entirely focused on software companies that want to offer feature-rich email and emerging digital messaging capabilities within their applications.

The Ideal Candidate for the ExactTarget Embedded Partner Program

To qualify as an Embedded Partner, your company must have a software application in the market and have named customers. If you currently have an email module (or want to build one), we can offer the level of scale and support designed specifically for your company's needs. Getting started requires that some development resources are available from your company to build the integration. Typical Embedded integration processes take anywhere from a week to several months, depending on the level of complexity.

To get started, send an email to partners@exacttarget.com with your contact information, and we'll get in touch with you.



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