

Agency Partner Program

As an interactive, creative and/or online marketing firm, your primary focus is on developing engaging online marketing campaigns that deliver bottom-line value to your clients. We appreciate that perspective at Bronto and demonstrate our commitment to your success through our Agency Partner Program.

With Bronto, you have the ability to provide a full-featured, tiered email marketing solution to your clients. Extending your services to include email marketing ensures that your client's marketing activities will be coordinated and consistent across multiple channels. And whether it is a part of a full-service offering or provided as a self-service product, including email marketing as an element of your services allows you to broaden your services, build deeper client relationships, and open up a new, profitable revenue stream for your business.

Reap the benefits of partnering with Bronto:

Expand Service Offerings - If you are already offering strategic, creative, or communication services to your clients, email marketing is a natural addition to your service line. Newsletters, branding campaigns, promotional messages, and even press releases can be distributed to the appropriate contacts, with detailed tracking to help you improve campaign results and demonstrate marketing ROI.

Grow Your Revenue - Including email marketing in your service offerings opens additional opportunities for your core services. Email marketing requires expertise in everything from campaign strategy to copywriting to creative design, driving more business for your agency.

Reinforce Your Brand - As an Agency Partner, you can private label the Bronto application as your own so that your clients see your logo and key branding elements. You retain control of the relationship, reinforcing your brand, with Bronto's award winning service team backing you every step of the way in achieving greater email marketing success.

Educate Clients - With Bronto, you get more than just a great email marketing solution; you get a partner that understands the unique needs of your business. We deliver advanced training on email marketing best practices, previews of new product features, and rebrandable product materials and sales support so you can be the experts for your clients. At Bronto, our success is measured by your success.

Ask our clients what they think:

Bundling email marketing into our services has helped us strengthen relationships with our clients. The regular, weekly calls with my Bronto Email Marketing Strategist help me not only stay on top of the best practices and trends in the industry, but also keeps me motivated to offer fresh ideas for campaigns to be successful.

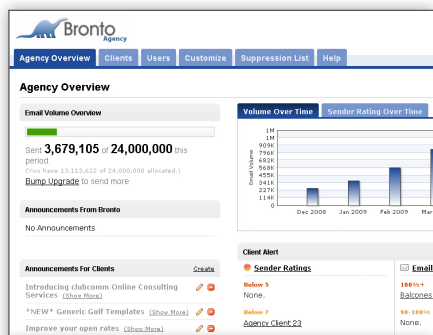
- Kristen Westfield
Designer / eMail Marketing Specialist, Interactive Media Associates

Unify Client Messaging - Adding email marketing to your suite of services allows you to unify your client's branding and messaging across all outlets. Combine your existing marketing communications with email marketing to create a unified multi-channel campaign for your clients that delivers measurable results.

Adapt to Client Needs - Whether your clients are large or small, sophisticated or not, Bronto's flexible product configurations can be tailored to meet the needs of each. The modular nature of the offerings allow your clients to upgrade when needed to add more sending volume or add advanced features.

Manage Client Accounts

The Bronto email marketing application gives Agency Partners the right tools to support multiple clients, regardless of size and usage. Agencies have the flexibility to adjust configurations and preferences to fit even the most particular client. A quick reference dashboard provides insight by which all sub-accounts can be managed and monitored.



Customize:

Customize the look and feel of the application to match your agency brand colors and logo. Monitor client performance through the agency dashboard by watching sending volume, clients' sender ratings and alerts.

The screenshot shows the 'Clients Overview' dashboard. It includes a navigation bar with 'Agency Overview', 'Clients', 'Users', 'Customize', 'Suppression List', and 'Help'. The main content area features a 'Select Client Report:' dropdown set to 'Clients Overview', a search bar, and a table of client activity.

Client	Last Login	Last Message	Last Period	This Period	Open	Click
Agency Client One	05/05/2009	05/02/2009	0	1,261	40.4%	0.0%
Agency Client Two	05/05/2009	05/05/2009	0	60,868	39.2%	0.0%
Agency Client Three	05/07/2009	05/05/2009	0	17,389	27.7%	0.0%
Agency Client Four	05/07/2009	05/07/2009	0	10,415	17.7%	0.0%
Agency Client Five	05/07/2009	05/07/2009	0	0	0.0%	0.0%
Agency Client Six	05/07/2009	05/07/2009	0	5,652	24.1%	5.9%
Agency Client Seven	05/08/2009	05/07/2009	0	1,895	42.0%	0.0%

All at a glance:

Drill down into each account to see high level metrics through the client dashboard. Review clients' activity at a glance, including open and click rates, to identify areas of success as well as areas that could use improvement, perhaps through a revised template, stronger messaging, or simply a different subject line.

The screenshot shows the 'Share Templates With All Clients' dashboard. It includes a navigation bar with 'Agency Overview', 'Clients', 'Users', 'Customize', 'Suppression List', and 'Help'. The main content area features a section titled 'Share Templates With All Clients' with a sub-header 'You can easily share one or more templates with all of your clients.' Below this is a list of templates with checkboxes for selection.

- /Club Official Communication Templates/Club Official Communication Templates -
- /Club Official Communication Templates/Club Official Communication Templates -
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- /Club Official Communication Templates/Club Official Communication Templates -
- /Club Official Communication Templates/Club Official Communication Templates -
- /Club Official Communication Templates/Club Official Communication Templates -
- /Sport and Fitness Templates/Sports - Tennis 02
- /Sport and Fitness Templates/Sports - Tennis 03
- /Sport and Fitness Templates/Sports - Tennis 04
- /Sport and Fitness Templates/Sports - Yoga
- /Sport and Fitness Templates/Sports - Yoga 2

Share templates:

Upload and share custom templates with clients. See how they perform over time and build a plan with the client to continue to evolve the template based on tracking reports and activity.

The screenshot shows the 'Agency Client One' dashboard. It includes a navigation bar with 'Agency Overview', 'Clients', 'Users', 'Customize', 'Suppression List', and 'Help'. The main content area features a section titled 'Agency Client One' with a sub-header 'Back To Overview'. Below this are three summary cards: 'Usage Info', 'Emails Sent', and 'Average'. Below these are sections for 'Feature Usage' and 'Recent Deliveries'.

Usage Info	Emails Sent	Average
Last Login: 05/05/2009 Last Message: 05/06/2009	Last Period: 0 This Period: 13,899	Open: 27.4% Click Through: 4.2%

Feature Usage:

- Conversion Tracking
- Campaigns
- Branding
- Reply Tracking
- Web Analytics Integration
- SalesForce.com
- Activity-Based Segments
- Clickstream Tracking
- Throttling

Client control at your fingertips:

Determine levels of functionality and allocation sizes for each client. As their program grows, they can upgrade to additional features and capacity.

Working with your clients on their email marketing activities can bring you closer to their day-to-day operations, getting to know the client better, but also giving you insight into where the agency can add value for additional projects.

Customize Offerings for Clients

Bronto understands that some clients may simply have a newsletter, while others may be sophisticated e-commerce businesses needing advanced features like conversion tracking and automated messages. You have the ability to customize the account based on features needed and allocation period. Clients can choose from Basic or Advanced.

Client Account Options

The Basic account is designed for marketers who need a reliable email marketing solution to send to a permission-based contact list, while the Advanced accounts are for marketers who need more sophisticated features to optimize email marketing results throughout the customer lifecycle.

	Basic	Advanced
List Management and Segmentation		
• Visual segment builder	✓	✓
• Segmentation by demographic and behavioral information.	✓	✓
• Automated list hygiene	✓	✓
• Contact re-engagement tools	✓	✓
• Subscription web forms	✓	✓
• Manage preferences pages	✓	✓
• Global unsubscribe	✓	✓
• "Forward to a friend" links	✓	✓
• Social Sharing		✓
• Direct import from Salesforce.com		✓
• Per message suppression lists		✓
• Per contact suppression lists		✓
Message and Content Creation		
• WYSIWYG, HTML and text-based message creation	✓	✓
• Import message from a web page	✓	✓
• Template editor	✓	✓
• CAN-SPAM compliant footers	✓	✓
• Message previews for over 90 email clients	optional	optional
• Message templates with built-in dynamic content		✓
• Automated message triggers		✓
• Integrated re-mailing		✓
• Dynamic content		✓
• A/B split testing		✓
• Champion/Challenger or A/B Winner split models		✓
Sending and Deliverability		
• Message scheduling and throttling controls	✓	✓
• Bounce messages automatically unsubscribe contacts	✓	✓
• Sender Policy Framework (SPF), DomainKeys Identified Mail (DKIM) and Sender ID authentication	✓	✓
• Agency branding of from address, domain in mail headers, and links in the message	optional	optional
• Daily, weekly, or monthly message frequency caps.		✓
Reporting		
• Customizable real-time dashboards	✓	✓
• Detailed message reporting	✓	✓
• Downloadable report data into Excel	✓	✓
• Conversion tracking		✓
• Decompose message results based on list or segment.		✓
API and Integration		
• Integrations with Omniture & Google web analytics		✓
• Integrations with e-commerce technologies		✓
Account Allocations		
	3 users 10MB hosting 20 fields 20,000 contacts	5 users 100MB hosting 100 fields 1 million contacts

Bronto Agency Partner Program

Partnering with Bronto not only helps you build your business with additional services, it also gives you a support system to ensure that you are successful. The Bronto team is available as back-end support for all partner levels to make sure your clients are also successful, while additional support is available to those agencies who see email marketing as more strategic to their business.

	Bronze	Silver	Gold
Requirements			
• Contract value of Agency Edition (includes all annually recurring revenue)	Up to \$15k	\$15k to \$50k	Over \$50k
Benefits			
Orientation (first 90 days)			
• Orientation Conference Call	✓	✓	✓
• Account Set Up	✓	✓	✓
• Delivery of Sales Enablement Material	✓	✓	✓
• Pricing and Packaging Consultation		✓	✓
• Comprehensive Training	Group Webcast	1-on-1	Onsite
Ongoing Support and Enablement			
• Sales Training	none	1-on-1 annual	1-on-1 annual
• Application Training	Group Webcast	1-on-1 annual	1-on-1 annual
• New Product Release Training	Group Webcast	Group Webcast	Group Webcast
• Consulting calls with Partner Account Manager	Quarterly	Monthly	Monthly
• Executive Briefing			✓
Marketing			
• Partner Brandable Product Collateral	✓	✓	✓
• Access to Case Study and Whitepaper Library	✓	✓	✓
• Listing on Bronto partner website		Logo & Link	Logo, Link & Desc

Bronto's Agency Partner program lets you get closer to your clients and establish a broader relationship. Working on their email marketing activities can bring you closer to their day-to-day operations, getting to know the client better, but also giving you insight into where the agency can add value for additional projects. Whether they are using the application hands-on or if you are managing campaigns for them, email marketing allows you to expand your client relationships and revenue.

Find out how partnering with Bronto can help grow your agency's business. Call Bronto at 1-888-BRONTO-1 or email partners@bronto.com.