

# Bronto Channel Partner Program

Bronto Software has a long history of nurturing and growing our partners' success. Bronto's Channel Partners work directly with Bronto's own account management team, ensuring mutual success in bringing a leading email marketing solution to partners' clients.

## Email Marketing In a Box For Your Clients

The Channel Partner Program is designed to support partners as they build out their own email marketing offering. It relieves them of the heavy lifting involved in developing and maintaining the infrastructure of an email marketing platform, while providing clients with a sophisticated, robust application for the most-efficient marketing tactic. Email is a proven marketing tool which continues to evolve and change as digital technology evolves. Bronto delivers as a trustworthy, reliable partner who stays ahead of that evolution in its technology and services.

Typical Channel Partners include:

- Independent software vendors (ISVs)
- Managed service providers (MSPs)
- Interactive marketing agencies
- Website development firms
- Email marketing firms outside of the U.S. market

The Bronto email marketing platform was built specifically for e-commerce focus and growth. You'll find that our advanced segmentation tools, triggered messaging, transactional email and extensive reporting capabilities speak directly to the revenue goals of your clients.

Bronto Channel Partners co-brand Bronto's email marketing solution and resell it to their clients as an extension of their own product and service offerings. These partners maintain full support and billing of their clients while, in the background, Bronto supports and bills the partner.

## Product Tools and Features

- Co-branded, client-facing email application
- Full-featured demo account
- Client account management via Partner Portal
- Live front-line end user support
- Bronto-sponsored Partner corporate email account
- End user self-service help section with product documentation, guides, video tutorials and email marketing best practices

## Training and Support That Go Beyond an Application

The Bronto Channel Partner Program is fueled by our ongoing commitment to enable your success. Channel Partners work hand in hand with a Partner Account Manager (PAM). To kick off the partnership, your Partner Account Manager takes you through an introductory sales and product training series. Your PAM's role is to support your sales and marketing needs, helping you sign new accounts and grow existing ones.

Your clients' accounts are managed through the Bronto Partner Portal. The Partner Portal provides a full view into the activity of all your customers. It also houses a wealth of partner enablement resources like product documentation, email marketing best practices, case studies and white papers.

## A Model for Success

Bronto Channel Partners purchase Bronto products and services at an exclusive, partner-only discounted price. Partner discounts increase as your partner volume sold increases.

As a Bronto Channel Partner, a full partnership program awaits to complement our robust Partner Portal product.

Some additional benefits of the program include:

- Discounts on Bronto offerings
- Co-branded product and sales collateral
- Co-branded, client-facing email application
- Co-brandable email marketing whitepaper library
- Opportunities for co-marketing activities
- Use of Bronto Partner logo

Please contact us at [partners@bronto.com](mailto:partners@bronto.com) for more information on becoming a Bronto Channel Partner.