

# PARTNER LIFECYCLE MANAGEMENT FOR RETAILERS



How do you manage new partnerships from inception to maturity?  
By automating the steps of the Partner Lifecycle

## DISCOVER

It all starts here — find new partners who are a good fit for your program



**Search**  
Scan 100,000+ influencers, affiliates and partners

**Filter**  
Sort by audience size, engagement rate, Alexa Rank, and more

**Refine**  
Screen out profiles that include brand-unsafe content

**Pinpoint**  
Discover partners who use your relevant keywords, tags and topics

### Message

Contact all targets at once via email workflow

### Personalize

Use dynamic fields to call targets by name and refer to social handles or websites

### Vet

Double-check prospect's content matches your brand values. Tip: It's more efficient to vet after they respond

### Follow Up

Keep up the messaging — automate your persistence with a drip campaign

## RECRUIT

You found potential partners — now reach out and show them why they want to join



## ONBOARD

Your prospect wants to join your program. Great! Let's get them set up.



### Integrate

Send new partners a unique sign-up link to create an account

### Contract

Set up partner's contract and negotiate terms, such as payouts, tiered performance bonuses or even special rates for high-margin categories

### Track

Automatically track cart events and customer purchases on mobile, web, in-store, and more. Leverage coupon codes to track 1000s of partners

### Activate

Set achievable performance goals together. Send latest offers, bestselling products and hottest categories to activate partners

### Nurture

Keep your brand top of mind with a set-it-and-forget-it email campaign to prevent lapsed partners

### Re-engage

Set alerts for performance dips and automate messages for offers, products, and categories to rekindle interest

### Pay

Pay partners automatically, including currency conversions

## ENGAGE

Your partner is active, but not yet productive. Jumpstart your partner's productivity.



## OPTIMIZE

Room for improvement? Always. Here's how to help your partners' performance.



### Verify

Set up automated routing to your most current products and offers. Protect against attribution fraud

### Measure

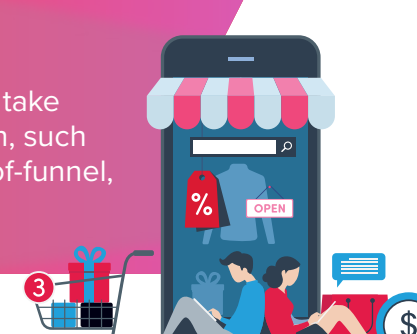
Compare partner performance to set goals, pinpointing SKUs and categories. Track cross-device customer journeys across partners and channels

### Assess

Identify types of purchase behavior partners drive, i.e., bringing in new customers, increasing AOV, driving awareness but not getting credit

### Grow

Use customer journey insights to take action that drives program growth, such as participation bonuses for top-of-funnel, rarely credited partners



Managing the Partner Lifecycle can seem like a lot of work, but the right Partnership Automation platform can streamline your workflows and make your life much easier.