

Silver

Gold

Platinum

Build

	Silver	Gold	Platinum
SurveyMonkey APIs/SDKs	☑	☑	☑
SurveyMonkey accounts for sales demos		<i>Eligible</i>	<i>Eligible</i>
Early access to APIs and product features		<i>Invitation only</i>	<i>Invitation only</i>
Access to SurveyMonkey internal developer events		<i>Invitation only</i>	<i>Invitation only</i>

Launch

SurveyMonkey Technology Partner Logo	☑	☑	☑
Listing in SurveyMonkey App Directory: <ul style="list-style-type: none"> • <i>Logo presence</i> • <i>Dedicated page with backlink to partner website</i> • <i>Priority placement</i>¹ 	<i>General listing</i>	<i>Potential priority placement within category</i>	<i>Potential priority placement within category and featured sections</i>
SurveyMonkey Partner Marketing Guides ²	☑	☑	☑
Social media support	<i>Light</i>	<i>Coordinated</i>	<i>Ongoing</i>

¹ - Priority placement and featuring is based on SurveyMonkey discretion

² - Guides are tier specific

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Amplify*

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Access to SurveyMonkey Conferences and Events	<i>Invitation only</i>	<i>Invitation only</i>	<i>Invitation only</i>
Co-marketing activities with SurveyMonkey : <ul style="list-style-type: none"> • <i>Demand generation content (Ebooks, Research reports)</i> • <i>Co-authored blog posts and newsletter articles</i> • <i>Email campaigns</i> • <i>Joint webinars and customer case studies</i> 		<i>Eligible for inclusion</i>	<i>Eligible for inclusion</i>
Communications support: <ul style="list-style-type: none"> • <i>Quotes from SurveyMonkey for external communications and marketing collateral</i> 		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Scale*

Go-To-Market Business Planning		<i>Eligible</i>	<i>Quarterly</i>
Co-created marketing video with customer case study			<input checked="" type="checkbox"/>
Sales activities with SurveyMonkey: <ul style="list-style-type: none"> • <i>Inclusion in SurveyMonkey sales enablement material</i> • <i>Access to SurveyMonkey sales lunch & learns</i> • <i>Logo presence in SurveyMonkey marketing collateral</i> 			<input checked="" type="checkbox"/>

* - Subject to SurveyMonkey discretion

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Program Requirements

SurveyMonkey approved application and listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Industry Recognition ³	Innovator or Disruptor	Category Challenger	Category Leader
Strategic alignment with SurveyMonkey ³	Moderate	Moderately High	High
Completion of program launch tasks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Assigned partner counterpart for collaboration with SurveyMonkey		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Proof of partner-led marketing initiatives promoting joint integration ^{3,4}		<i>Every ½ year</i>	<i>Ongoing</i>

³ - Subject to SurveyMonkey discretion

⁴ - Promotion activities can include, but not limited to, press releases, blog posts, social media posts, webinars, videos, ebooks or other downloadable content