



Albert Partner Program Overview

A. Introduction

The Albert Partner program guide is designed to provide partners and prospective partners with an overview of the customer opportunity, the program requirements, and resources for getting started as an Albert partner.

The guide should be used as a complement to the Albert Partner Program Referral Agreement. The Program Referral Agreement contains the governing terms and conditions of the program and in the event of any conflict between the terms of Program Agreement and any statement in this Guide, the Program Agreement will control.

At Albert, the value of partnerships is something we truly believe in. As a trusted partner and advisor to your customer base, we want to partner with you to help address your customer's digital marketing needs. Joining the Albert Partner program will allow you to combine your unique expertise and customer relationships with our industry-leading artificial intelligence marketing platform to drive new opportunities, maximize your revenue potential and reduce the cost of managing digital marketing programs. This program guide will help you understand how to work with Albert by building a referral practice around Albert's Artificial Intelligence marketing platform. We invite you to take advantage of our growing success and leverage our tools, training, support and program benefits.

B. Why Albert?

Albert is the first-ever artificial intelligence marketing platform for the enterprise, driving fully autonomous digital marketing campaigns for some of the world's leading brands. Created by Adgorithms in 2010, Albert's mission is to liberate businesses from the complexities of digital marketing – not just by replicating their existing efforts, but also by executing them at a pace and scale not previously possible. He serves as a highly intelligent and sophisticated member of brands' marketing teams, wading through mass amounts of data, converting this data into insights, and autonomously acting on these insights, across channels, devices and formats, in real time. This eliminates the manual and time-consuming tasks that currently limit the effectiveness and results of modern digital advertising and marketing. Leading global brands credit Albert with significantly increased sales, an accelerated path to revenue, the ability to make more informed investment decisions, and reduced operational costs.



C. Program overview

The Albert Partner program is a referral program designed for next-generation Partners and VARs (Value-Added-Resellers) who focus on using the latest SaaS based technologies to solve customers' digital marketing challenges and deliver guidance and trusted advice related to Artificial Intelligence, Marketing Automation, Digital Strategy and Performance Marketing.

The Albert Partner program is a tiered program that provides a wide range of benefits including:

- **MARKET LEADERSHIP:** Offer first completely autonomous cross-channel marketing platform improving results and increasing efficiencies for clients.
- **PROFITABILITY:** Create a revenue channel while reducing complexity and cost of ownership through referrals to Albert
- **EDUCATION:** Gain access to Albert sales and marketing collateral and participate in Albert's events, webinars, and conferences on the current and future status of AI Marketing.

The program allows partners to earn as they grow and helps guide partners to the right level within the program based on their sales and support capacity. For example, one of our creative agency partners might find the "Silver" referral tier as the most appropriate as they may only provide one or two deals a year – but still want to receive credit for those engagements. A more traditional VAR or Reseller Partner may see value in earning their way to the "Diamond" level where they can begin to build a broader practice using Albert. Partner eligibility for program levels is based on the monthly media spend of approved closed-won deals the partner referred and assisted in during the previous calendar year. Closed-won deals are defined here as opportunities/leads that result in a contracted, paying Albert customer. For more details on the benefits associated with each program level as well as details on performance thresholds for each tier, please review section D – Program Benefits – and section E – Program Requirements in this guide. The official legal terms and conditions governing the Albert Partner program are found in the Albert Partner program referral agreement.

D. Program benefits



Partners that are enrolled and accepted into the Albert Partner program are eligible for program benefits as follows.

Partner Level	Silver	Gold	Platinum	Diamond
Online training, resources, and updates	Yes	Yes	Yes	Yes
Marketing content and branding including sales deck, case studies, whitepapers	Yes	Yes	Yes	Yes
Commissions that increase with client growth	Yes	Yes	Yes	Yes
Ongoing news and updates	Yes	Yes	Yes	Yes
Year 2 commissions following initial contract		Yes	Yes	Yes
Live webinar trainings across sales, marketing, and account management			Yes	Yes
Ability to convert to VAR/Reseller Model			Yes	Yes
End-of-Year Report Card on Clients			Yes	Yes
Dedicated consulting hours with sales/marketing/client success			Yes	Yes
Customized sales enablement training				Yes
Quarterly onsite sales & marketing strategy session				Yes
Co-branded marketing materials and events				Yes

General Benefits

All partners enrolled in the program will have access to:

Program branding, including program logo and branding guidelines, allowing you to use Albert's logo in your marketing collateral.

Program information and updates via newsletter and regular partner updates.

Online training, marketing materials and a listing in the partner directory (when available on the program webpage).



Partner Incentives for Referrals

Partners enrolled in the program can earn referral fees or revenue share based on the program tier for which they qualify. See section F, Partner Incentives, for details.

Partner Enablement & Trainings

One of the key benefits for partners in the Albert Partner program is training for you and your teams on Albert solutions across product value, client success, sales and marketing.

Benefits include:

Unlimited access to Albert's online training portal

Platinum and Diamond level partners have access to live webinar trainings across product, sales and marketing initiatives

Diamond partners receive customized enablement planning

Marketing Planning and Support

The Albert partner program provides partners with marketing resources to build demand and drive new customer acquisition:

All approved partners have access to core marketing and demand generation content, including:

Company logo and usage guidelines for company brand assets .

Sales Tools: brochure, sales guides, sales deck that can be customized to include your logo with Albert. Platinum and Diamond partners have access to more marketing content such as white paper and case studies, as they becomes available, as well as deeper shared marketing engagement opportunities, over time.

E. Program Requirements

We know you work hard to earn and grow your status within the Albert Partner program. To maintain your good status and the benefits that come with it, you'll need to maintain a few important performance metrics throughout the year. The following is a summary of the high-level requirements.



Partner Level	Silver	Gold	Platinum	Diamond
Minimum Monthly Media Spend across Partner Clients*	\$50,000	\$500,000	\$1,000,000	\$3,000,000

*Values are in USD

Albert Partner Program Terms and Conditions

All solution provider partners are required to accept the terms of the Albert Partner program referral agreement. Once your organization has been approved, you will be provided a link to review and accept the terms of the agreement.

Partner Tier Criteria

Once Albert Partner program partners have been accepted, levels are determined by the monthly media spend averages as well as the total in a calendar year starting in the first month of program acceptance. A successful referral is defined as a registered new business deal for Albert where the partner has sourced (originated the referral) or leveraged (Albert originated but partner assisted) the deal.

Program Status Audits & Evaluations

The Albert Partner program is designed to provide structure and recognition based on referral deal performance and quality. Level changes are subject to Albert Partner program management approval and based on the partner's ability to meet the full requirements of the program tier criteria. The Albert Partner program management team reserves the right to audit performance against current program requirements and customer satisfaction at any time.

F. Partner Incentives

Partners enrolled in the program can earn referral fees and revenue share on leads that result in billed revenue to Albert. Referral fees or revenue share payout varies by program tier. Eligible revenue and payout terms are summarized below. For additional details and applicable program terms and conditions, please refer to the Albert Partner program referral agreement.



Revenue Eligibility

Partners can earn referral fees or revenue share based on their program level. Fees are paid for new business revenue for Albert services as set forth in the Albert Partner Program Referral Agreement-Only. Fees are only available for the initial order of eligible Albert services and not for additional revenue from existing Albert customers.

Leads that result in billed revenue to Albert must be associated to a partner in one of the following two scenarios:

- **Sourced** – Leads that are originated by the partner (has not already been submitted by another partner or originated by Albert marketing or sales)
- **Leveraged** – Leads that are originated by Albert but need partner assistance to close For this program, the maximum payout to the partner for any referred deal will not exceed USD \$75,000, or as otherwise stated in the Program Agreement in other applicable currencies, as further described in the Albert Partner program referral agreement.

Albert has the discretion to decide whether to accept or reject a lead submitted by a partner as outlined in the Albert Partner program referral agreement.

Upon acceptance into program level, Albert partners must abide by program terms and conditions. Incentive payout percentages are specified in detail in the Albert Partner program referral agreement.

G. How to get started

To enroll in the Albert Partner program, just complete the following steps:

Fill out the simple partner profile Form located at <https://albert.ai/partner-program/>

If accepted, you will receive an email that will contain information on the program agreement. Review and sign program agreement as directed, and once enrolled, you will receive a welcome email with next steps.

You are now ready to start referring customers to Albert and build your Artificial Intelligence driven Marketing related practice.

H. Deal referrals & tracking



The Albert Partner program is a referral program. To submit lead referrals to Albert, the first step is filling out the Lead Referral Form: <https://albert.ai/partner-leads/>. Once you submit your lead through the form, you will receive auto-acknowledgement via email, and the Albert Channel Development Manager or program team will be alerted depending on your program level.

For Platinum and Diamond levels, a Channel Development Manager will manage the lead routing to our Albert sales team to ensure the best possibility of success and to communicate with you the status of your lead. Once the lead is accepted by Albert, you will receive notification updating you of the change in status. This lead will then be tracked and becomes eligible for referral fees or revenue share if it is closed/won (results in paying customer for Albert). Partners will be provided a report of their deals submitted and closed/won along with their referral fees or revenue share payout.

I. Future program changes

Albert strives to achieve the rigor of a well governed, maintained, and managed partner program. At the same time, we want to be agile as a SaaS company and innovator in our industry, with the understanding that market dynamics change very quickly. Therefore, we reserve the right to update the guide from time to time as we launch products, add services, and make improvements to the program. Material changes to the fundamental levels, program requirements or revenue share rates will be communicated in advance.

Enrolled partners will receive communications and updates directly from the program email alias including any updates on benefits information or other program changes. All changes to the program guide will be communicated via email to the partner representative as specified during the enrollment process.

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