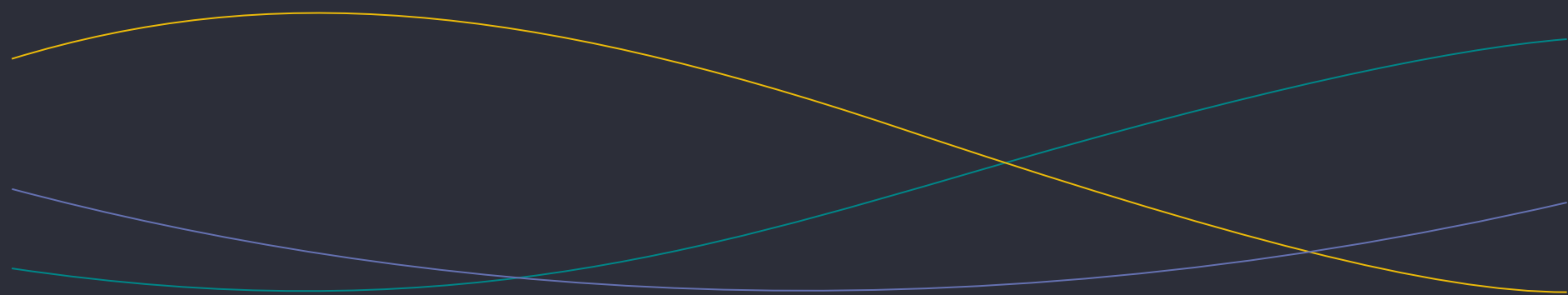




quantilope



# Partner Program Guide

Introduce your clients to the agile insights approach  
and let your business grow sustainability with it.



quantilope's vision

**We won't stop until  
we've freed all  
marketing decisions  
from gut feel,  
globally.**

# Grow your business and empower your clients by **becoming a quantilope Partner**

quantilope is a global Agile Insights Platform. Combining the power of automation, speed and scientific rigor, we help brands to unlock real-time, quality consumer insights for informed business decision making. Our end-to-end platform automates advanced research methods combined with machine learning and AI to enable brands to do research better, faster, and more efficiently.

quantilope has been used by hundreds of leading brands around the world. Now, we are looking to partner with you in order to empower even more clients with agile insights!

## Why partner with quantilope?

Partnering with quantilope will enable you to sustainably grow your business while supporting your clients to make a difference in their own organizations and market.

By partnering with quantilope you will...

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▶ grow your business with recurring software revenues

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▶ earn a sustainable and high margin

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▶ leverage and accelerate close client relationships based on our collaborative platform

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▶ be able to offer a new field of business that complements your service portfolio

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▶ differentiate your company through building expertise in agile working environments

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▶ get certified with sales and agile market research training programs



## What kind of Partners is quantilope looking for?

Our primary goal is to find and empower Partners who share our vision. Therefore, we are looking for different types of Partners including:

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### Market research agencies

Are you an existing market insights firm who would like to offer our Agile Insights Platform to your clients? Join us as a partner and become a certified quantilope Reseller. We'll extend your current offering by adding agile insights and provide all of our knowledge on marketing, sales, and customer success with our product to make both you and your clients as successful as possible.

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### Consultancy firms

Is your primary focus providing consultancy for your customers but you lack market insights expertise in your offering? On top of your internal teams using quantilope's platform to deliver agile insights to your clients we can now offer you a new field of business: the agile insights offering. Join us as a Reseller and we'll make sure that your go-to-market team will be successful fast!

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### Marketing agencies

Is your core focus providing the best communication, media, or design services for your clients but your core competency is not market research? Pass over a qualified lead and benefit from monthly referral fees. If you would like to build a business around agile market insights later on, we would be happy to assist you on that path and help you to become a Reseller.

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### Individual or small market research consultancies

Do you have a broad network in the market insights industry and are looking to retire early? We can offer you a program with monthly referral fees if you pass over qualified leads that we are able to empower with our technology.

In any case, your expertise should be on market insights, marketing, communication, design or media. You should have broad market access and be committed to approaching that market with us together.

Your success is our success. If you want to build an additional revenue stream with referrals or would like to extend your portfolio with a market leading Agile Insights Platform – we've got you covered.

Email us at [partners@quantilope.com](mailto:partners@quantilope.com) if you are ready to start!

– Peter Aschmoneit, CEO



# Why quantilope?

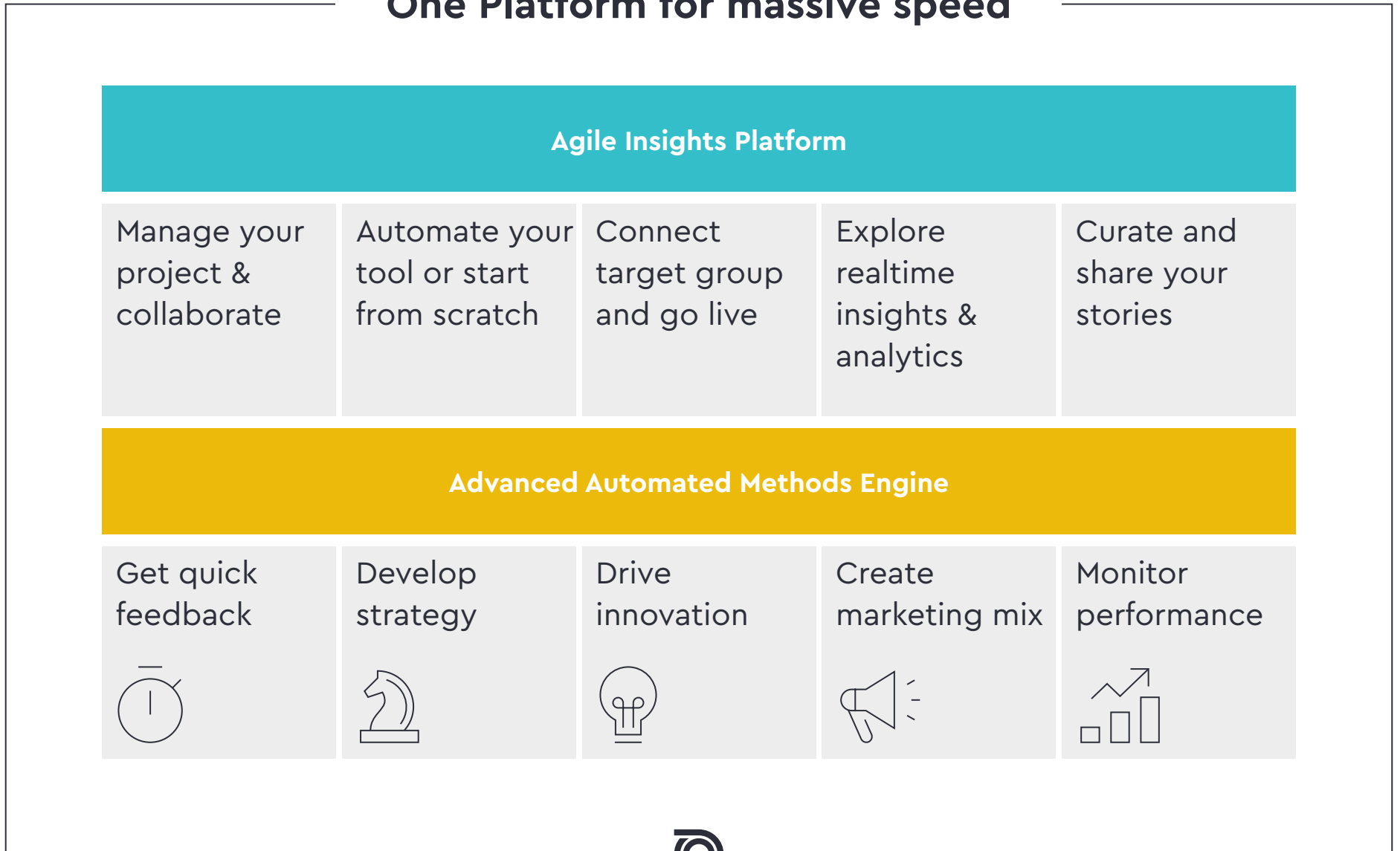
quantilope is the first ever agile platform to truly automate and streamline the entire quantitative market research process. Combining advanced technology and human expertise, quantilope has created an easy-to-use solution for brands and researchers to conduct advanced consumer research projects in less than one week.

Our end-to-end platform automates advanced research methodologies as well as tools to answer brand's research questions from ideation through development, launch, and the tracking of products, ads, and concepts. We map the entire market research process from the research question to the questionnaire design, professional panel management, in-depth analysis, and data visualization. As soon as we have a clients' research question, objectives, and stimuli we can send a project live. Our platform connects research projects to targeted panels and then automatically begins analyzing and visualizing data as soon as the first few respondents come in. After the market research project is complete, clients can instantly choose which charts, segments, and data variables to feature in an Insights Dashboard to share with stakeholders. Insights Dashboards provide a summary of the research project, key findings, and include live charts. Once projects are live, the typical turnaround time (based on project complexity) is 1 – 5 business days.

The core of quantilope's platform is our advanced automated methods including methods like Conjoint, MaxDiff, TURF, Implicit Association Tests, Van Westendorp, Key Driver Analysis, A/B Test, Penalty Reward, or NPS®. Each method is customizable to easily provide high-quality insights to any of your business needs.



## One Platform for massive speed



With quantilope, insights teams can cut down the average project costs by more than 50%, get project results in just hours or days instead of weeks and replace gut feel decisions with high quality insight driven decisions.

Further, quantilope's technology platform enables whole organizations to adopt agile ways of working. We are happy to provide you with all our learnings around agility, including agile working methods, workshop methods, daily working tools, and our agile toolkits. Agile toolkits are a set of custom methods and tests that can be personalized, conducted in a specific order, and adapted to your specific company/market needs. Rooted in automation, agile toolkits enable your clients to run iterative learning loops in every stage of your product and campaign development where the results of the previous step are directly included in each subsequent step.



# Partner Models

There are different ways to benefit from attractive margins or kickbacks when you want to sell quantilope. We value every Partner.

Our program is based on two partner models – choose yourself.

The easiest way – if you do not want to invest into your own headcounts – is to refer to us. Have you built a long-term network in the market insights or marketing business and are able to identify Agile Insight requirements at your customers? Then the **Referral Partner Model** is right for you.

Our **Value-added Resellers** commit to an even stronger partnership. Our resellers drive the sales, training and consulting of our customers from end-to-end. You can start as a Referral Partner and if you see value in our partnership, you will be able to sign up as a Reseller and get all the way up to Platinum status.

See both models explained in more detail on the next page.



# Partner Model <sup>1</sup>

# Referral Partner

This model requires almost no investment from your side – except for your time in identifying leads that will turn into a license contract. This model is not limited to companies only. Even as a highly appreciated individual in the market research industry with a broad network, you can benefit from this program.

When you handover a lead that meets the requirements below, our Sales team will take over to turn this lead into a "Qualified Lead". After the lead has been registered with us, the deal must be closed within **12 month**. If this were to be the case, you will receive a **5% commision** of the initial contract value for **5 years**, paid monthly.

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## Lead Requirements

- ▶ Lead has been registered with the Partner Manager before the introduction
- ▶ Lead is not known active at quantilope or has not been registered by another referring Partner or Reseller before
- ▶ Client fits to quantilope from a target market, industry and company size perspective
- ▶ The actual "Need" of the client is communicated and the referral is the actual decision maker ("authority") (See below the requirements for Deal Registration)
- ▶ Referrer provides a warm introduction to the referral decision maker via e-mail or in personal or virtual meeting



# Partner Model <sup>2</sup>

# Value-added Reseller

In this model, you own the end-to-end client relationship. This means that you are responsible for the entire customer life cycle: from marketing, sales, consulting and implementation but also in the post-sales phase when it comes to first-level support, research consulting and success management.

While you own the customer from an overall contractual basis, quantilope is only holding a license agreement with the end client.

We offer an attractive pay-for-performance model and you will be able to benefit from very attractive commissions.

We are fully committed to your success including training opportunities, joint marketing activities or in strategic deals – if you wish.

## Reseller tiers

	CONTRACT OWNERSHIP (RE-SELL)		
	SILVER	GOLD	PLATINUM
<b>BENEFITS</b>			
Dedicated Partner Manager	x	x	x
Discount on Reseller Rate Card		x	x
Training	Research, Sales and Marketing		
Marketing Support	x	x	x
Marketing Development Fund		by Application	by Application
Logo Placement	x	x	x
Insights Summit	2 Tickets <sup>1</sup>	Booth <sup>2</sup>	Lead Sponsor <sup>3</sup>
Co-Branded Collateral	x	x	x
Roadmap Influence			x
Pilot Account	x	x	x
<b>REQUIREMENTS</b>			
Partner Program Fee	5.000 €		
Planning and Sales Cadence	x	x	x
Commercial Commit	25.000 €	500.000 €	800.000 €
Dedicated Marketing tactics and investment		x	x
First-level Technical Support	x	x	x

<sup>1</sup> worth 300 €   <sup>2</sup> worth 1.500 €   <sup>3</sup> worth 4.000 €



# Preparing your organization Partner Readiness

No matter if you are a Referral Partner or a Reseller – knowledge is king! Therefore, we have created some partner readiness programs to prepare you to market, sell and implement our Agile Insights solution.

Your Partner Manager will help you to extend your capacity (dedicated employees that are able to sell, implement and deliver quantilope's solution) as well as capabilities (the readiness programs that help your employees get started with quantilope).

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WE ARE OFFERING THE FOLLOWING TRAININGS

## **Basic Sales Training**

This training will help you to identify opportunities for the Agile Insights solution and is great for any Referral Partners or individuals.

Time investment: 4 hours

## **Advanced Sales Training**

If you want to sell our solution on your own and expand deals through up and cross sell opportunities, then this is the right training for you.

Time investment: 1 day

## **Agile Research Training**

This course will show you how to setup and manage research projects on a quantilope account as well as how to interpret the results.

Time investment: 4 hours

The trainings will be delivered as on-demand and will be organized by your Partner Manager.

## **Certifications**

Your employees will receive a certificate once they have successfully completed the respective training. In order to stay well informed about all of the state-of-the-art developments in the platform, we offer mandatory training to update certifications every 6 months.



# Going to Market with us Partner Marketing

Once your teams have been certified, it's time to go to market with us! We are offering two options to help you with your marketing efforts.

## Shared Marketing Assets

As an official Partner, you are able to leverage quantilope's existing onboarding and product marketing materials to attract and support new clients. You can either co-brand or whitelabel these materials according to our branding guidelines that you'll get from your Partner Manager.

## Joint Marketing

Through joint marketing, you'll be able to leverage quantilope's logo and other branding assets in your own campaigns. Two strong brands marketed together will help you be even more successful. Your Partner Manager can review the development of your campaigns and provide recommended wording and guidelines where necessary.

In any case, our Partner Marketing team is happy to assist. Please reach out to [partners@quantilope.com](mailto:partners@quantilope.com) with any questions.

## Market Development Funds (MDF)

We are offering to co-fund your external marketing costs upon request. Usually, the co-funding is subsidized on a 50:50 basis when we have aligned goals. ROI expectations will be agreed per specific case.

Please make sure to report all leads through our lead reporting platform at least 7 days after the marketing activity has taken place. Your Partner Manager will help you to accelerate your pipeline and offer support in strategic deals if needed.

## The MDF procedure works as followed

### 1. Contact

To get started, contact your Partner Manager and submit the information on the marketing tactic and campaign you want to run.

### 2. Plan

Work with your Partner Manager to coordinate timelines for activities and agree on metrics that will be used to gauge the campaign's success.

### 3. Initiate

Marketing activities are expected to be primarily led and managed by the Partner, but we are always happy to provide any support we can.

### 4. Get Reimbursed

Send an itemized invoice of the marketing activity within 30 days of the activity's completion date back to your Partner Manager.

## Marketing Planning

We are interested in a long-term relationship with you. Therefore, your Partner Manager will develop an annual business plan with you when you are re-selling with us. As part of this plan, we will also develop a joint marketing plan that covers tactics, investments and a measurable outcome.





partners@quantilope.com

# Let's grow together!

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