

Guide: **Consultancy** **partner program**



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Welcome to the Voyado partner program

Drive impact and accelerate growth

As a Voyado partner, you'll gain access to valuable resources, expert support, and exciting growth opportunities. Whether it's training, marketing collaboration, or sales alignment, the program is designed to help you expand your business and create real impact.

Retail and e-commerce are evolving fast, and businesses need smarter, more personalized experiences to stay competitive. By combining your expertise with Voyado's platform, you help customers maximize their potential while creating new opportunities for your growth.

You're not just signing up for a program—you're joining a thriving network of like-minded businesses working together to drive success. Partners play a key role in shaping how Voyado helps retailers, and we're excited to see what we can achieve together next!

/The Voyado Partner Team



Why partner with Voyado?

A smart way to grow

When your services and our platform come together, great things happen. Here's how we bring value to the partnership:

- Combine your expertise with Voyado's platform to deliver real business impact
- Help retailers move faster, work smarter, and grow stronger
- Strengthen your position through strategic alignment with a leading retail tech player
- Be part of a community focused on long-term customer success



360+
customers



TBD!

82
partner NPS

+30%
growth YoY for
+5 years





Our close partnership with Voyado has laid the foundation for further development of our services and expertise in CRM and loyalty, and has been a key element in our success in loyalty development and goal achievement for our Nordic retail customers.

Toralf Waaktaar-Slokkvik,
CEO
Oculus

Who can become a partner?

Voyado partners with consultancy firms that help retailers unlock their full potential—whether through technical implementations, CRM strategies, or marketing execution.

But becoming a Voyado partner isn't just about fitting into a category—it's about building a partnership that drives real results.

We look at a few key things to make sure we're a great match, like whether we're targeting the same types of customers, how strong your presence is in our key markets, and how your business model aligns with ours. We also consider your expertise in retail, CRM, and e-commerce strategies, and of course, how well you can help customers get the most out of Voyado.

Once we're working together, we'll keep checking in to see how the partnership is growing. It's not about ticking boxes—it's about creating more business and increase business value for our joint customers. **If we're growing together, we're doing it right.**





System integrators

As a system integrator, you make Voyado magic happen—helping brands launch fast with seamless integrations while keeping everything running smoothly. Together, we reduce time to market and streamline tech setups, especially through go-to-market bundles that add extra value for retailers.

Expanding accounts, introducing Voyado to new clients, or bundling services—you play a key role in scaling retail success.

Front-end agencies

Front-end agencies bring brands to life with seamless, visually engaging online experiences. Specializing in low-code platforms, these partners ensure smooth integrations with Voyado for optimized personalization, search, and merchandising.

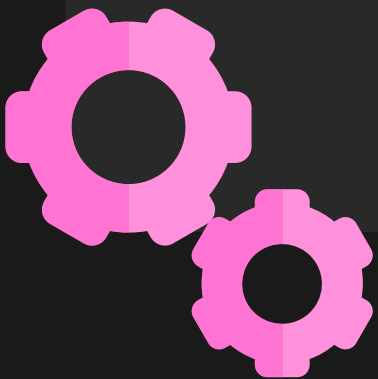
With a focus on UX, conversion, and performance, they help retailers create standout digital storefronts that drive results.



Marcom agencies

As a Marketing Communication (Marcom) partner, you turn data into action—running campaigns, automating journeys, and optimizing merchandising. Whether it's CRM, Elevate-powered product discovery, or personalized content, you help retailers maximize Voyado.

Beyond execution, you bring strategy—guiding CRM planning, analytics, and digital merchandising to drive engagement and conversions. From consulting to marketing initiatives, you help retailers grow.



The value of being a Voyado partner

Partner tiers

Voyado offers two official partnership levels—Consultancy Partner and Preferred Consultancy Partner—designed to give you the right support to grow your business.

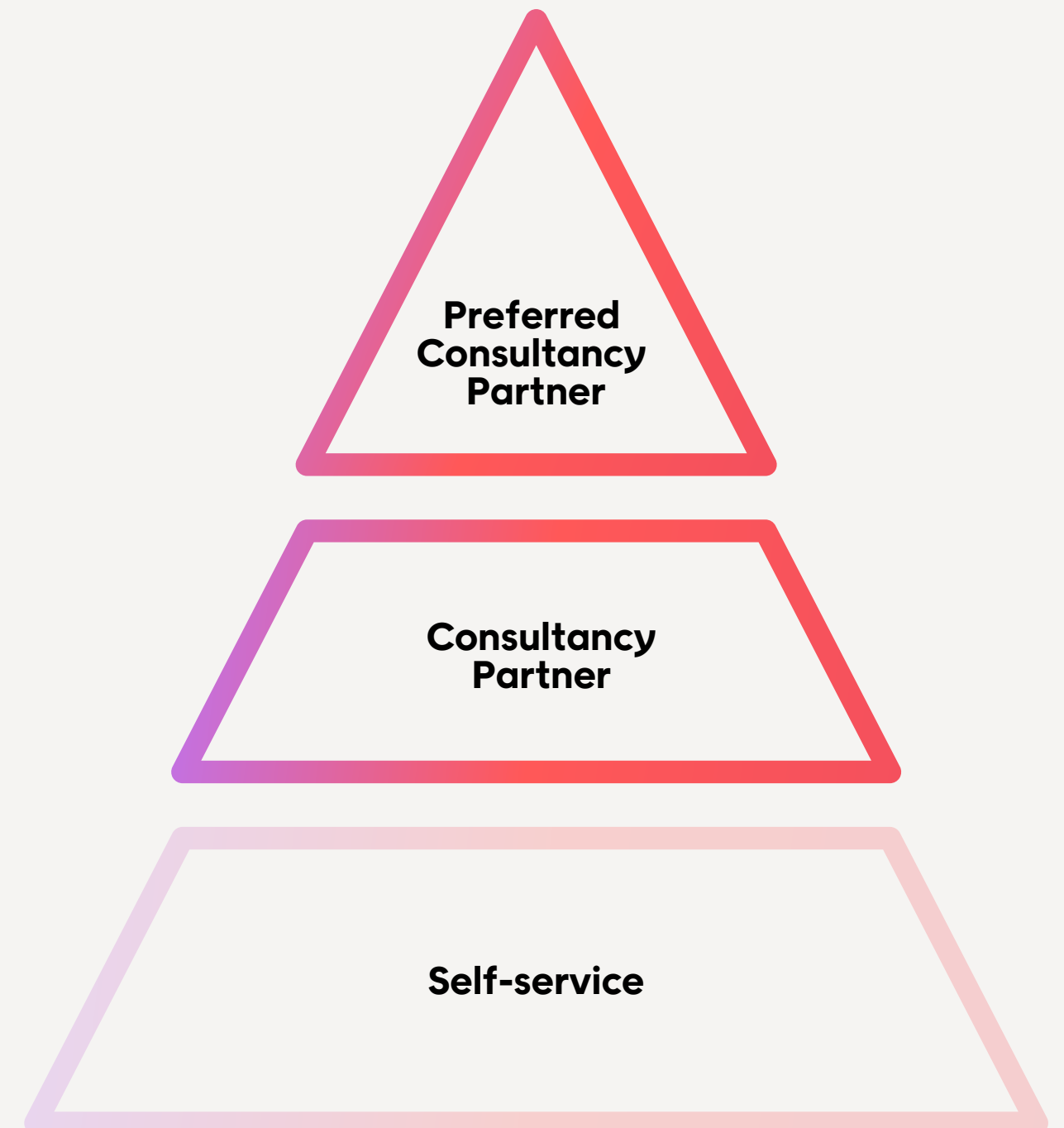
As you scale, we scale with you! Each tier comes with its own set of benefits, and we reserve the right to re-level partners if they no longer meet the requirements or have been inactive for a year.

We also recognize that some agencies work with Voyado without meeting the full partnership criteria. These self-service agencies can still access Voyado through an NDA, allowing them to learn about our platform and support their customers.

While they don't receive the full benefits of an official partnership, we provide automated training and communication to ensure they have the basic tools they need.

That said, becoming an official Voyado partner unlocks a world of advantages, from deeper collaboration to increased visibility. If you're already working with Voyado, why not take the next step and maximize your potential?

And because being a Voyado partner is something to show off, we've got official partner badges just for you! Pop them on your website, share them proudly, and let the world know you're part of something great.



Requirements by tier

| | Self-service | Consultancy Partner | Preferred Consultancy Partner |
|------------------------------------|--------------|-------------------------------|-------------------------------|
| Agreement | NDA/EULA | Consultancy Partner Agreement | Preferred Partner Agreement |
| Joint business | - | 5 joint customers* | 10 joint customers* |
| Lead generation | - | 2/year | 5/year |
| User certification | Optional | 1 individual | 2 individuals |
| Partner certification | - | Optional | 2 individuals** |
| Voyado listed on partner's website | No | Required | Required |
| Joint GTM strategy | - | No | Required |

*For established partners only. Not applicable to new partners.

**Renewed every 2 years.

Show off your Voyado partnership



As a Consultancy or Preferred Consultancy Partner, we expect you to proudly showcase Voyado on your website—logo, link, and all. But why stop there? Here are a few extra ways to make the most of your partnership and stand out:

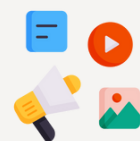
- **Show your badge with pride:** Add the Voyado partner badge to your website.
- **Enhance your public partner page at Voyado.com:** Upload customer cases, go-to-market package details, and key documents that highlight your expertise.
- **Connect the dots:** Link directly to your partner page on Voyado.com so customers can explore your offerings.
- **Keep things fresh:** Make sure your assets are always up to date. No one likes stale content!
- **Shine a spotlight on Voyado:** Create a dedicated landing page that highlights your expertise and integration capabilities.
- **Share the love:** Feature Voyado news, insights, or success stories in your blog to keep your audience engaged.

| Partnership benefits | Self-service | Consultancy Partner | Preferred Consultancy Partner |
|---|--------------|----------------------------|-------------------------------|
| Voyado lead referral | - | 10% first year | 20% initial agreement period |
| Access to Partner Portal and newsletters | - | ✓ | ✓ |
| Self-paced e-learning | - | ✓ | ✓ |
| On-site sales and technical training | - | - | ✓ |
| Sales and marketing benefits | | | |
| Voyado.com partner page listing | - | Basic | Featured |
| Access to sales and marketing material | - | ✓ | ✓ |
| Dedicated Partner manager | - | ✓ | ✓ |
| GTM and co-marketing opportunities | - | - | ✓ |
| Field marketing activities and sponsorships | - | Proposal based | ✓ |
| Voyado sales enablement | - | - | ✓ |
| Support in estimates on joint opportunities | - | ✓ | ✓ |
| Enablement and support benefits | | | |
| Dedicated Partner success team | - | ✓ | ✓ |
| Support in building standardized integrations | - | ✓ | ✓ |
| Access to sandbox | - | Generic | Custom |
| Product roadmap briefings | - | - | ✓ |
| Invitation to beta programs | - | Based on customer interest | Based on customer interest |



Training and certification

Knowledge is your competitive edge! Partners get self-paced e-learning through Voyado Academy to stay ahead in their field. Preferred Consultancy Partners receive additional onsite sales and technical training to level up their teams. Certification programs help you stand out as a trusted expert.



Co-marketing and sales enablement

Great partnerships deserve visibility! All partners get access to co-brandable sales and marketing materials through the Partner Portal. Preferred partners collaborate on GTM planning and co-marketing campaigns—helping you attract leads and establish industry leadership.



Dedicated support and collaboration

We're here to help you grow. Every partner gets a dedicated Partner Manager for guidance, goal alignment, and ongoing support. Preferred partners receive deeper collaboration, including strategic planning, regular check-ins, and priority insights to strengthen market positioning. Whether it's business planning, lead strategies, or maximizing program benefits, we've got you covered.



Technical resources and integration support

For system integrators, seamless implementation is key. Partners receive access to APIs, documentation, and product updates to ensure smooth integration. Preferred partners can also request custom sandbox environments, attend product roadmap briefings, and participate in beta programs for early access to new features.



Events and recognition

Great work deserves recognition. Preferred partners gain access to Voyado customer events, field marketing opportunities, and sponsorships, providing a direct line to potential customers. And because we love celebrating standout partners, we present the Voyado Partner of the Year award to recognize those making a real impact. Could you be next?



Lead generation and market exposure

We're here to help you grow—but partnerships go both ways. Preferred Consultancy Partners gain exposure through referrals, lead-sharing, and recommendations—primarily when there's a proven track record of collaboration. They also receive priority when customers seek implementation or marketing support, plus a featured listing on Voyado.com for added visibility.

How the partnership works

Code of conduct

Strong partnerships are built on trust, collaboration, and shared success. To ensure a great working relationship and maximize the value of our partnership, we ask all partners to follow these guiding principles:

- Represent Voyado well by promoting the partnership in a way that aligns with our brand and values.
- Keep your partner page at Voyado.com updated to ensure customers find accurate information.
- Stay informed by reading partner communications and sharing key updates with your team.
- Communicate professionally and address any challenges directly with your partner manager.
- Be transparent and collaborative in discussions with our commercial team, focusing on shared success and customer value.

How to get started

Simple steps to join

Becoming a Voyado partner is a straightforward and seamless process. We'll guide you through a simple onboarding journey to ensure a great start. You'll get access to comprehensive training through Voyado Academy, a dedicated Partner Manager, and all the benefits we've covered—like lead generation opportunities, early insights into product updates, and support to make you grow.

We've designed our process to be smooth, with clear steps and support at every stage. Click below to get started!

Book a meeting →

