

Guide: **Technology** **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

Partnering with Voyado isn't just about plugging in your solution—it's about creating more value together. Here's what you'll gain by being part of our ecosystem:

- Create stronger value propositions by combining complementary solutions
- Help retailers act on data and deliver smarter customer experiences
- Build trust and credibility by aligning with a fast-growing CX platform
- Collaborate with a network of like-minded tech providers and retail innovators



360+
customers



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 technology providers that enhance customer engagement, marketing automation, and omnichannel experiences.

However, becoming a Voyado partner isn't just about having the right tech—it's about building a partnership that works commercially. We look at a few key things to make sure we're a great fit, like whether we're targeting the same types of customers, the size of the joint ideal customer profile base, and if your business model aligns with ours. And of course, we love partners who can build awesome integrations with 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.**





E-commerce platforms

Your e-commerce platform is the heart of digital shopping, and with Voyado, it gets even smarter. Seamless data integration creates personalized journeys, boosts conversions, and keeps customers happy.

Engage integrations can, for example, fetch online transactions, enable “my pages” data, personalize checkout options, and apply tailored promotions. Elevate integrations enhance Search, Navigation, and Recommendations.

Point of Sale (POS) systems

A seamless omnichannel experience starts with flawless POS integration. This is a key differentiator for Voyado, enabling retailers to connect every customer interaction—online and in-store—into a unified journey.

By integrating with Voyado, you help businesses make every transaction smarter, more connected, and more impactful.



Value-add technology solutions

AI, analytics, loyalty—whatever your expertise, integrating with Voyado makes it smarter. Top tech partners support retailers through data enrichment, member recruitment, identification, and optimized payments, shipping, and returns.

Together, we create strong use cases—enriching Voyado with insights, enhancing your solution with real-time data, and driving smarter targeting and personalization. The result? Better decisions, deeper engagement, and stronger results.

The value of being a Voyado partner

Partner tiers

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

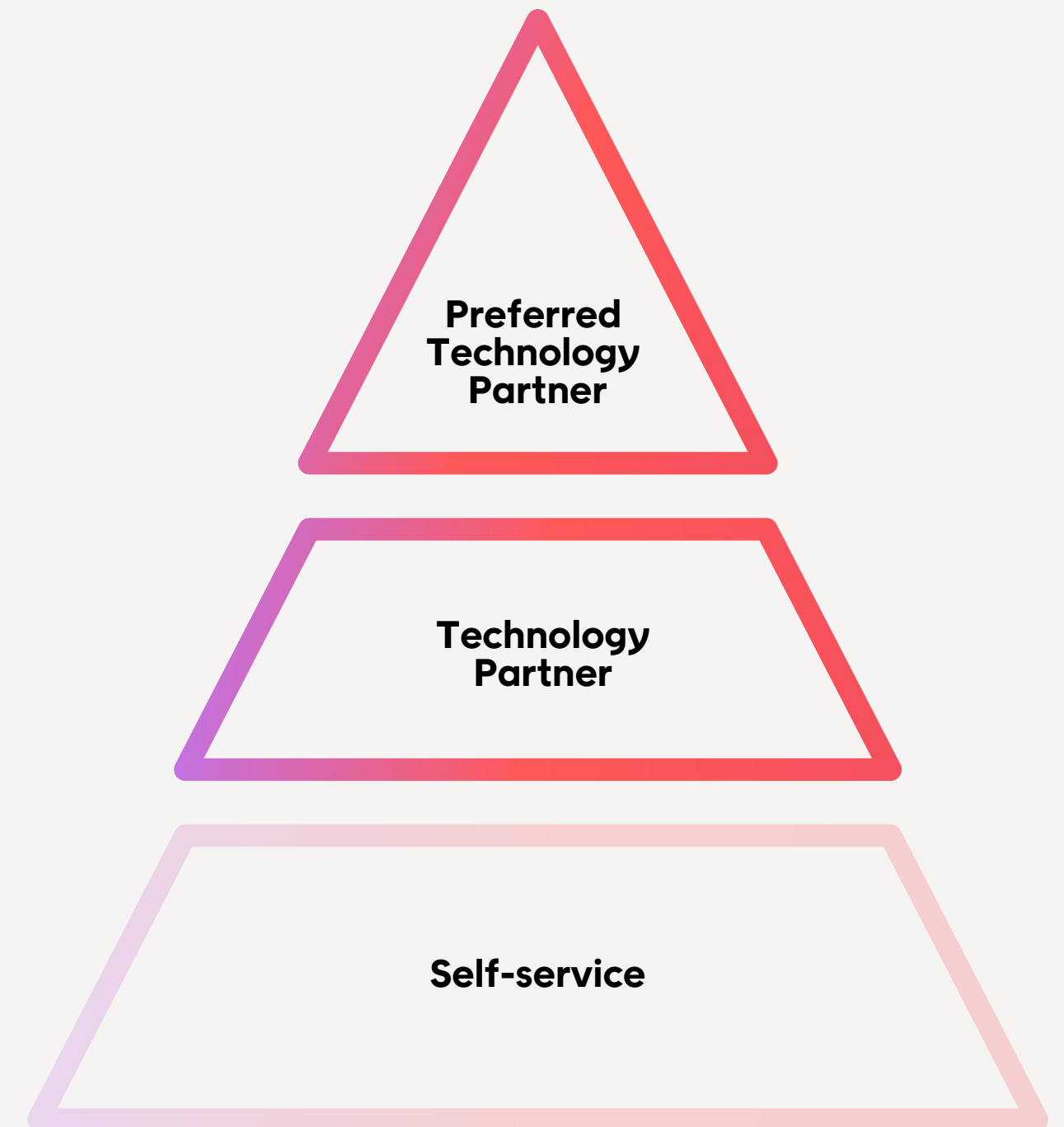
As you scale, we scale with you! Each tier comes with its own set of benefits, and we reserve the right to re-level partners if they no longer meet the requirements or have been inactive for a year.

We also know that some providers build integrations with Voyado on their own using our open API, often to support their customers.

While we love seeing our ecosystem grow, these self-service providers aren't official partners—which means no program perks, no dedicated support, and no direct collaboration with us.

Becoming an official Voyado partner opens the door to new opportunities, from deeper collaboration to increased visibility. If you're already working with Voyado, why not take it to the next level?

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	Technology Partner	Preferred Technology Partner
Agreement	AUP	Technology Partner Agreement	Preferred Partner Agreement
Joint business	-	3 joint customers*	10 joint customers*
Lead generation	-	2/year	5/year
Developed integration	-	Recommended	Required
Technical documentation from partner	Optional	Required	Required
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 Technology 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:

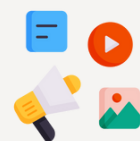
- **Show your badge with pride:** Add the Voyado partner badge to your website.
- **Enhance your public partner page at Voyado.com:** Upload customer cases, go-to-market package details, and key documents that highlight your expertise.
- **Connect the dots:** Link directly to your partner page on Voyado.com 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	Technology Partner	Preferred Technology Partner
Voyado lead referral	-	10% first year	20% initial agreement period
Access to APIs and documentation	Keys from customer	✓	✓
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 from Product and Services teams	-	✓	✓
Support with testing and quality assurance	-	✓	✓
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 power! All partners get free, self-paced e-learning through Voyado Academy to sharpen their skills. Preferred partners also get onsite training, sales enablement, and deeper technical sessions to stay ahead of the game. Want to prove your expertise? Our certification programs help you stand out.



Co-marketing and sales enablement

Your expertise deserves the spotlight. All partners get access to marketing materials, branding resources, and best practices, while preferred partners benefit from joint go-to-market planning, co-marketing campaigns, and exclusive sponsorships.



Dedicated support and collaboration

Every partner gets a dedicated Partner Manager to help navigate the program and find opportunities. Preferred partners receive deeper collaboration, including strategic planning, regular check-ins, and priority insights to strengthen their market positioning. Whether it's business planning, lead strategies, or maximizing program benefits, we're here to help you grow with real hands-on support.



Technical resources and integration support

Technology partners get access to APIs, documentation, and essential tech resources to build and optimize integrations. Preferred partners receive support from our Product and Services teams, testing and quality assurance, and a dedicated Partner Success team to ensure smooth deployments. Plus, they gain custom sandbox access, roadmap briefings, and beta program opportunities to stay ahead of the curve.



Events and recognition

Being a Voyado partner means being part of something bigger. Preferred partners get invited to customer events, networking opportunities, and sponsorship activities that put them in front of the right audience. And because we love celebrating great work, our Voyado Partner of the Year award shines a spotlight on those making a real impact. Who's next?



Lead generation and market exposure

We want to help you grow—but partnerships are a two-way street. Preferred partners who actively collaborate with Voyado can gain valuable exposure through networking, lead-sharing opportunities, and relevant customer recommendations when there's a strong match and proven collaboration. Plus, a featured listing on the Voyado Partner Page helps you stand out and attract new business.

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](#) →

