



Partner Benefits and Resources

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Welcome to the Dialpad App Partner Program! This guide outlines the information you need in order for us to build a successful partnership.

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PROGRAM OVERVIEW

We've designed a program that enables you to drive more revenue, generate more leads, and retain more customers.

Tiers

When you join, you are placed into one of our three tiers and can change tiers over time.

	App Partner	App Partner +	Strategic App Partner
App installs*	0-49	50+	By application only
Marketing campaigns promoting app		1+	
Case Studies		2+	
Willing & able to create blog posts, content and assets		✓	
Willing & able to participate in co sponsored Events & Enablement activities		✓	

Submit an inquiry in the [Dialpad Partner Portal](#) to get a report of total installs. If you have more than one app, your tier is based on the app with the most installs.

Moving tiers

Your tier will be reevaluated each quarter and automatically adjusted. If you believe you qualify to move to the next tier, please apply in the Dialpad Partner Portal. We'll review on our end and let you know if you qualify.

In addition to the abovementioned requirements, Dialpad also tracks your app's health. If we have any concerns about your app, we'll contact you directly and will work with you to get your app back to a healthy state. If those efforts are unsuccessful, we reserve the right to remove from the program any partner whose app doesn't meet our standards.

Applying to Strategic tier

For our Strategic tier, we look for partners who are highly aligned with our target market, have a top-quality app valuable to our mutual customers, and can commit to ongoing sales and marketing collaboration.

We require that all Strategic Partners:

- Update to the newest API version within 12 months of each version release
- Keep your listing up to date as your app and product evolve

- Commit to a quarterly partnership review with our team

To [apply](#), you must already be in the App Partner + tier. In your application, we request that you provide two referenceable joint customers and two testimonials.

Benefits

Our tiered program brings value to your partnership at every level.

		App Partner	App Partner +	Strategic Partner
Technical Benefits	Dedicated app reports	✓	✓	✓
	Early access to APIs		✓	✓
	Sneak previews of our platform roadmap		✓	✓
	Dedicated developer support			✓
	Dedicated Dialpad Help Center article			✓
Resources & Community	Receive partner newsletter	✓	✓	✓
	Dedicated Slack channel with Dialpad team			✓
Sales Benefits	Inclusion in internal partner database used by Dialpad sales team	✓	✓	✓
	Designated as a preferred partner to the Dialpad sales team		✓	✓
	Custom sales collaboration plan			✓
	Custom Lunch & Learn with Dialpad Sales			✓
Marketing Benefits	Access to Dialpad's Partner Portal (marketing templates & GTM guides)	✓	✓	✓
	Listed on Dialpad App Marketplace	✓	✓	✓
	Approved to use Dialpad logo in marketing materials	✓	✓	✓
	Promotion on Dialpad's social media	comment or repost	original post	multiple posts
	'Most Popular' collection in Dialpad App Store		✓	✓
	Eligible to pitch featured placement in customer newsletter		✓	✓
	Eligible to request guest blog post	✓	✓	✓

		App Partner	App Partner +	Strategic Partner
	Eligible to request joint webinar		✓	✓
	Considered for spotlight post in select Dialpad marketing channels		✓	✓
	Dedicated email or message to Dialpad customers and prospects			✓
	Custom co-marketing plan (Including press release, co-branded video, events & sponsorships etc)			✓

COMMUNITY & TECHNICAL RESOURCES

Newsletter and communities

The foundation of all great partnerships is a close connection between teams. We've designed our partner newsletter to help you stay connected with the Dialpad team and the wider community.

Partner newsletter

We send a regular partner newsletter where we share upcoming API releases, partnership opportunities, ways to improve your app and listing, new features in our app store, sponsorship opportunities and more!

Developer Hub

Your [Developer Hub](#) is where you can review Dialpad's APIs and Documentation. If you'd like to make an update to your app listing fill out the form [here](#). If you'd like to update your integration, you'll need to [submit it for review](#) by our team.

SALES COLLABORATION

Enabling Dialpad's team

Make sure our sales team always has the latest information on your company and your app, so that they can share with our prospects and customers the value of using our tools together. Email techonologypartners@dialpad.com with any updates!

Enabling your own team

Here are some details about Dialpad's target customers and key value propositions, so that your own sales team is best equipped to position our two tools together.

Target customers

Below you'll find high level messaging as it relates to Dialpad products. For a more detailed overview, please visit one of our various learning tracks in the [Dialpad Partner Portal](#)

Brief overview

Dialpad is a cloud communications platform for calling, video conferencing and contact centers. Designed for businesses that range from SMB to enterprise.

Key value

Dialpad is a cloud communications platform for calling, video conferencing and contact centers. It's a single, secure application that works on any device, anywhere, for every workstyle. Dialpad's AI gets the most out of every call and meeting by capturing every conversation, providing analytics, and automating tasks.

Better communication and smarter (meetings) make employees more effective and build a stronger business.

Key benefits

- Resolve customer support issues faster with easy-to-join screen sharing and conferencing
- Enable more personal interactions with existing or prospecting clients with on-demand video conferences or audio calls
- Stay on track with AI powered summaries that transcribe your meeting notes

Referring leads

Have a customer you think would benefit from using Dialpad together with your tool? Send them our way! Just submit your lead in the [Dialpad partner portal](#), and we'll make sure the lead gets passed to the right person on our sales team.

MARKETING COLLABORATION

Promoting our partnership

Joining the Dialpad App Partner Program (DAP) is a great opportunity to share our partnership with the world and promote your app. We've listed a few suggestions and resources below, and we can't wait to see the other ideas you come up with, too!

App Partner Marketing Starter Kit

We want to set you up for success—which is why we have a starter kit ready-to-go for all our App Partners. The kit includes:

- **Partner intake form**
 - Tell us everything there is to know about your business! This will help us position your app to our internal teams.
- **Solution brief template**
 - Use this template to tell the world why we're better together.
- **Overview slide deck about your app**
 - Share the details about our integration by using this compelling slide template.
- **Dialpad overview slide deck**
 - Looking to inform your network about Dialpad? Here's a quick slide deck to help you tell our story.
- **Battlecard template**
 - A quick snapshot of our integration and important highlights.

Dialpad's logo

As a partner, you are approved to use Dialpad's logo in your marketing materials. Please use our [approved logos](#) and follow our [logo and brand use guidelines](#).

Link tracking

When promoting your app and partnership, please use the following UTM tags whenever possible. This helps us track the value of our partnership, invest in future co-marketing opportunities, and automatically place you into the right tier.

Your app listing:

[www.dialpad.com/app-marketplace/\[your listing URL\]?utm_campaign=\[yourcompanyname\]&utm_source=techpartner&utm_medium=referral](http://www.dialpad.com/app-marketplace/[your listing URL]?utm_campaign=[yourcompanyname]&utm_source=techpartner&utm_medium=referral)

Dialpad App Marketplace:

[www.dialpad.com/app-marketplace/?utm_campaign=\[yourcompanyname\]&utm_source=techpartner&utm_medium=referral](http://www.dialpad.com/app-marketplace/?utm_campaign=[yourcompanyname]&utm_source=techpartner&utm_medium=referral)

Dialpad homepage:

www.dialpad.com/?utm_campaign=[yourcompanyname]&utm_source=techpartner&utm_medium=referral

Share on social

Tell your followers about your app and partnership. Feel free to use any of our ready-made partner assets or add your logo to the assets by using any of our templates in the [Dialpad Partner Portal](#). And make sure to mention @dialpad, so our social team can engage with your post.

Here's some sample copy for inspiration:

Twitter

- We are thrilled to be part of the @DialpadHQ partner community! #WorkBeautifully
- The news is out! [@Partner] is joining the @DialpadHQ partner community, bringing our [technology] and Dialpad's best-in-class business communication platform together.
- Great news, you can now use [@Partner] + Dialpad to #WorkBeautifully! Read the announcement to learn more about this new partnership.

LinkedIn:

- [Partner] + Dialpad go together like peanut butter and jelly. We are thrilled to announce our partnership with Dialpad to enable our customers to use our [technology] and Dialpad's best-in-class business communication platform.
- We are thrilled to join the Dialpad partner community to enable our customers to #WorkBeautifully using [Partner]'s [technology] and Dialpad's best-in-class business communication platform.
- What do you get when you join Dialpad's top-tier business communication platform and [Partner]'s [technology]? Productivity, efficiency and connectivity. Read more about our recent partnership with Dialpad below!

Message your customers and prospects

Make sure your customers and prospects know the benefits that your app provides and the added value that our partnership brings. Feel free to use any of our ready-made partner assets in the [Dialpad Partner Portal](#).

Here's some sample copy for inspiration:

We're excited to announce that we're an official Dialpad app partner. Our Dialpad app [\[link\]](#) makes it easy for you to [\[key benefit of app\]](#), and our partnership enables us to continue improving our app and finding new ways to collaborate with Dialpad to give you a seamless experience. Learn more about our app [\[marketplace link\]](#) and the program [\[link\]](#).

Publish a press release

Many companies announce new partnerships over the news wires. To make it easy, we've created a template press release with a quote from Dialpad leadership that you can use. Simply navigate to the GTM templates playbook in the Dialpad Partner Portal. Please remember to make a copy of the

template, fill in the highlighted sections, and submit your draft in the content submission form via the Dialpad Partner Portal at least two weeks before you plan to publish your press release.

Accessing marketing benefits

We're eager to help our partners get in front of our more than 75,000 customers, as well as our wider audience of prospects and brand followers. We offer a variety of marketing tools in the App Partner Starter-kit, so you can select the ones that will be most valuable for you.

Already built your app? Request a Dialpad Partner Portal account [here](#).

For all other marketing inquiries or pitches, **please contact** technologypartners@dialpad.com.