



PARTNER OPPORTUNITIES



email data source

Email Data Source, the leading provider of email competitive intelligence, offers various levels of partnership opportunities.

While the basic business model for each partnership is outlined below, the guidelines for making the partnership opportunities a success vary on a case by case basis.

1. Affiliate Partner

- Our Affiliate Program is focused on promotion of our Alerts product. Email Data Source Alerts are similar to Google Alerts, only we monitor tens of thousands of email messages a day rather than the web at large. Clients are notified when we receive emails that meet the criteria they set.
- Our Affiliate Program pays \$12.50 for each free sign up to EDS Alerts and \$100 for each \$100 per month subscription to EDS Alerts.
- The Affiliate Partnership is easy to set up and run and requires little maintenance on your part.

How it works:

- Our Affiliate Program is managed through ShareASale. To get started, simply sign up with ShareASale at www.shareasale.com and apply to become an affiliate for Email Data Source. Please also contact us at partner@emaildatasource.com to ensure that you are approved as an affiliate.
- Once you have an account with ShareASale, you can download creative and text links to place on your site or blog.
- Payments are made through ShareASale and activity reports are available online.



2. Referral Partner

- Our Referral Program applies to all of our products and services, including Alerts, Email Analyst and our API.
- Partners can earn 10% of revenue from any sale Email Data Source makes that originates from an introduction the partner makes.
- The Referral Partnership is perfect for existing clients or those familiar with Email Data Source's products and benefits.
- Participation in the Referral Program requires at the minimum a link from your website and promotion in your newsletter if applicable.
- In certain cases independent consultants may obtain free access to Email Analyst for the purpose of promoting the Referral Program.

How it works:

- We will need to sign a simple referral agreement with you.
- We will provide you with creative, links and promotional materials for you to promote the partnership.
- We will create a customized form on our website for you to link to so that we can manage your referrals through your website.
- You can also refer potential clients to us via email introduction.
- Once we reach an agreement with a client we will notify you and pay you 10% of revenue collected from the sale.



3. Membership Partner

- Our Membership Partner Program is for organizations with a paid membership base that wish to add to the benefits of membership.
- Qualified organizations may obtain a discount of up to 15% on Email Data Source products for their member base.
- The Membership Partner requires at minimum a link from your website and promotion in your newsletter if applicable.

How it works:

- We will need to sign a simple agreement with you.
- We will provide you with creative, links and promotional materials for you to promote the partnership.
- We will create a customized form on our website for you to link to so that your members can apply for the discounted rate.
- As we process inquiries we will seek confirmation from you of the applicant's membership status with your organization.
- We will provide you with a list of your members who have taken advantage of the offer.



4. Integration Partner

- Our Integration Partnership Program allows you to integrate elements of our data into your client facing user interface through use of our API.
- Integration Partners can build their own applications and sell access to their client base, while paying for access to Email Data Source data at a fraction of the retail cost.

How it works:

- To get started please visit our developer's page at <http://developers.emaildatasource.com> and get a free developer's key for our API.
- Please also contact us at partner@emaildatasource.com regarding pricing information for data integration.

Email Data Source is interested in making all partnerships reciprocal where appropriate. To get started with any of the Email Data Source partnership programs, please contact us by emailing partner@emaildatasource.com or calling [212-514-8900](tel:212-514-8900).

