



hi CONVERSION

Agency Partner
Tiers and Benefits

Grow your Business Through Partnering with HiConversion

Antiquated eCommerce marketing reflecting traditional brick and mortar sales strategies is failing to maximize conversions. Now is the time to leverage all available resources to target specific convertible audiences, with messages that address their unique preferences. HiConversion allows you to harness data to automatically and predictively improve customer experience. HiConversion adds tremendous value to your existing service offering, providing you with a significant competitive advantage.

As a HiConversion agency partner, you will have access to exclusive resources to grow your agency:

Attract new clients

High level multivariate data analysis that works in real time is just taking off. While others are still trying to figure out the best way to use data to drive sales, we have a refined data engine that produces HiConversion. HiConversion allows your business to stand out. Even before equipping clients with HiConversion, you can prove value by using our health check to show where and how you will be able to help.

Increase revenue per client

When clients realize your agency's added value by driving sales through data, you will build day-to-day working relationships versus the traditional project based interaction. Using HiConversion, your clients will demand more billable hours to enhance customer experience. It is difficult to justify spending on new content when measuring the benefit is an estimate at best. With directly measurable and positive ROI, clients will demand considerably more new content. HiConversion's machine learning engine tests the best performing combinations. Clients will require new elements to test.

Retain clients

It is difficult to justify spending when results are not directly measurable. With HiConversion, your value is evident, and results are irrefutable. As your clients' revenues increase, your agencies value crystalizes.

We aren't just looking to sell you software

For the duration of our partnership, we will provide in-depth business consulting with a focus on sales and revenue generation for your agency. We have a direct incentive to provide you with actionable leads, and maximize your own conversion. HiConversion only works with a content provider. We are seeking long-term reciprocal value-added relationships.

Three Tier Agency Partner Program

HiConversion is not just looking to sell you software, and send you on your way. We believe a working relationship will be mutually beneficial. Our partner program has three tiers, which are reflective of how well you can leverage HiConversion. The more you dedicate to us, the greater the resources we will be able to devote to your agency.

We consider:

- The number of your clients using HiConversion
- The effort your agency is making to convert clients
- Each client's level of use

Regardless of your tier, the benefits of HiConversion remain constant.

Agency Partner Program			
	Silver	Gold	Platinum
Benefits			
Market Differentiation	x	x	x
Client Retention	x	x	x
Client Acquisition	x	x	x
Tools			
Health check	x	x	x
Cart Recovery	x	x	x
Multivariate Testing	x	x	x
Click-to-Conversion Map	x	x	x
Rich Integrated Analytics	x	x	x
Virtual CX Manager	x	x	x
Real-time Adaptive CX Optimization	x	x	x

Tier Benefits			
	Silver	Gold	Platinum
Channel Consultant	x	x	x
HiConversion Marketing Resources	x	x	x
Shared Best Practices	x	x	x
Use of HiConversion on Agency Website		x	x
Preferred Partner Discounts		x	x
Inbound Lead Generation		x	x
Agency Listing on Partner Section of Website		x	x
Access to Joint Agency Meetings			x
Monthly Brainstorming Meetings with Directors			x
Priority Support			x

HiConversion Agency Partner Program Benefits

Market Differentiation- Stand out from competing agencies with HiConversion, optimizing CX to drive sales with measurable ROI.

Client Retention- HiConversion increased your value to clients. With irrefutable increases in sales, client's will want to work with you on a regular basis.

Client Acquisition- eCommerce clients are looking for ways to leverage data to optimize their websites. With HiConversion, your agency will have the tools they demand.

HiConversion Agency Partner Program Tools

Health Check- Detect weak links in the customer buying experience by visualizing kinks in clients' sales funnels to help determine which modifications will improve conversions, and prioritize testing/personalization.

Cart Recovery- A Cart Recovery module detects visitor's intent to abandon your online shopping cart and pops up a simple reminder.

Multivariate Testing- Customer experience results from the interaction of all page and audience attributes. This is what HiConversion measures.

Click-to-Conversion Map- Use data to design optimization treatments. The Click-to-Conversion Map correlated visitor interaction with page elements and sales.

Rich Integrated Analytics- With HiConversion, you can see what combination of treatments is working best for a given time and why. HiConversion combines web analytics, personalization, testing and remarketing into one cohesive tool.

Virtual CX Manager- CX Virtualization provides visual interfaces for making virtual changes of your content, style, layout, or functionality of your site, without depending on IT.

Real-time Adaptive CX Optimization- HiConversion is artificial intelligence for continuous automatic optimization with machine learning, leading to long-lasting returns. HiConversion predicts which combinations of page elements will lead to the highest conversions per unique user preferences, in real time, and prescriptively implement.

HiConversion Agency Partner Program Tier Benefits

Bronze

Channel Consultant- A dedicated HiConversion channel consultant will help you successfully onboard and implement your first three clients. We will train you with you to use our analytics platform.

HiConversion Marketing Resources- As an Agency Partner, you will have access to digital and print marketing materials, to help convey HiConversion's value to your clients.

Shared Best Practices- It takes time as well as trial and error to determine the best way to sell HiConversion to potential clients. Once sold, how to use HiConversion to its ultimate potential is learned. All of our partners will have access to a shared library of best practices that we have determined through implementation cases, and knowledge gained from other partners.

Silver

Use of HiConversion on Agency's Website- As a HiConversion Silver Level Partner, you will have access to all software tools free of charge, so you can drive business from your own website. After all, if it works, why not practice what you preach?

Preferred Partner Discounts- If your agency is doing all it can to help HiConversion grow, we want to reciprocate. Our Silver Level Partners will have access to licensing discounts, which will be determined by number of users, and level of use.

Inbound Lead Generation- HiConversion is not looking to provide consulting or creative services to end users. As such, we want to pass the work for these services

onto a capable agency. When we trust that you will implement HiConversion optimally, we will refer end users to your Agency.

Gold

Agency Listed on Partner Section of Website- As a Gold Level Partner, we will list your agency on the preferred partner section of our website. eCommerce companies will seek qualified agencies to implement HiConversion, and create new content to test.

Access to Joint Agency Meetings- The market is big enough that your agency will not need to fight over small slivers of pie. There is value in sharing experiences with using and selling HiConversion with your peers. As a Gold Level Partner, you will be invited to joint meet-ups, which we host.

Monthly Brainstorming Meetings with Directors- We value what your agency brings to the table. Interacting with numerous projects gives our directors a unique perspective on implementing eCommerce optimization to its fullest. As a Gold Level Partner, you will get one-on-one brainstorming meetings with our Directors.

Priority Support- As a Gold Level Partner, we will prioritize the needs of your agency.