

# Become a CallRail Agency Partner

## Attract new clients

CallRail Agency Partners grow their business through increased exposure for their agency and inclusion in our online marketing and events.

## Earn rewards

Get benefits for doing outstanding data-driven work and bring your clients to CallRail through our tiered program.

## Get training and support

Receive access to tools and best practices to better understand the CallRail product, and sales coaching from our dedicated agency team.

## Connect and collaborate

Join our exclusive Agency community, share your learned insights, and provide feedback to CallRail's Product Team.

## Agency Partner Program benefits

*All partners will have access to certification and sales enablement resources*

To help market your business	Bronze (\$200 MRR)	Silver (\$500 MRR)	Gold (\$1000 MRR)	Platinum (\$2000 MRR)	Diamond (\$10,000 MRR)
CallRail Certification access	✓	✓	✓	✓	✓
Partner badge for your website	✓	✓	✓	✓	✓
Eligible to publish an annual blog post and backlink on the CallRail's blog		✓	✓	✓	✓
Social amplification		✓	✓	✓	✓
Listing on Agency Directory on CallRail.com		✓	✓	✓	✓
Eligibility for inclusion in CallRail marketing events			✓	✓	✓
Eligibility for speaking opportunity with CallRail			✓	✓	✓
Eligibility for premium co-marketing campaigns				✓	✓
Eligibility to publish a quarterly guest post with a backlink on the CallRail blog					✓
Eligibility for a joint press release					✓
Eligibility for event support with CallRail Executive					✓

To help you sell call tracking	Bronze (\$200 MRR)	Silver (\$500 MRR)	Gold (\$1000 MRR)	Platinum (\$2000 MRR)	Diamond (\$10,000 MRR)
Resource center: sales enablement resources	✓	✓	✓	✓	✓
Eligibility for joint account planning	✓	✓	✓	✓	✓
Direct access to CallRail Sales via monthly open office hours		✓	✓	✓	✓
Dedicated Customer Success Manager			✓	✓	✓
Revenue share			✓	✓	✓
Eligibility to create joint sales resources			✓	✓	✓
Eligibility for custom sales enablement and training opportunities				✓	✓
Custom co-branded customer sign-up page					✓

To help you grow your business	Bronze (\$200 MRR)	Silver (\$500 MRR)	Gold (\$1000 MRR)	Platinum (\$2000 MRR)
Specialized onboarding in the CallRail community	✓	✓	✓	✓
Access to CallRail's private agency community	✓	✓	✓	✓
Eligibility to publish a CallRail case study		✓	✓	✓
Invitation to CallRail Agency Summit			✓	✓
Invitation to CallRail beta group			✓	✓

## Frequently asked questions

### What kind of commitment does the program involve?

All Agency Partners must pass CallRail's Certification process. There's no exclusivity or financial obligation to CallRail, but we do ask that you review and sign our terms and conditions before joining the program.

### How are agency tiers calculated?

We look at total monthly recurring revenue (MRR) across all accounts associated with an agency when placing Agency Partners into tiers. Your agency must be an administrator or manager on each of your client's CallRail accounts in order to get credit for those accounts. Agency Partners are required to hit MRR minimums to maintain their tier status. Tiers are calculated quarterly.

### Will I be able to get affiliate credit for referrals to CallRail?

This is not an affiliate program, so we only support agencies that resell CallRail and are actively managing their clients' CallRail accounts.

### How does the revenue share work?

Agency Partners must hit a \$1000 MRR minimum to receive a revenue share. Agency Partners must be utilizing individual CallRail accounts for each client in order to receive a revenue share. They will receive 10% of the spend on Essentials, Lite, and Starter deals and 20% of the spend for any Advanced, Elite, Premium, or Pro deals for the first 12 months of the new account's lifetime.