

A blue-tinted photograph of four business professionals in an office setting. A man in a suit is shaking hands with a woman in a light-colored blouse. Another woman in a dark blazer is looking at a tablet held by the man. A fourth person is partially visible on the left.

# CLOUDWAYS AGENCY PARTNERSHIP PROGRAM GUIDE





About The

## Agency Partnership Program

Running digital agencies and marketing agencies is a complicated matter at the best of times. For years now we've been proud to free our agency customers from web hosting worries. Even with dozens or hundreds of client sites on Cloudways, agencies know that they can focus on the front end, with stable, reliable and fast infrastructure that keeps everything humming behind the scenes.

But there can be much more to your relationship with Cloudways. We've worked hard to offer world-class support to our most important customers. For a select few, the goal is even higher—to be a trusted partner. For agencies that means playing our part in the growth of your business, the quality of the service you offer, and the satisfaction that you can offer your clients, every day of the year.

**Welcome to Cloudways' Agency Partnership Program.**

**BENEFITS**



## Benefits

We're serious about running the most valuable agency-focused program in the cloud-hosting world. As an Agency Partnership Program foundational member, you can help us design the program to be as valuable as possible. The benefits that we offer today are a starting point.

**Exclusive:** To keep our focus where it belongs, program membership is open only to qualifying agencies, and costs no extra.

**Onboarding Discounts:** At higher membership tiers, a discount percentage will apply to your Cloudways bill.

\*Agency Partners (in any tier) cannot avail other promo discounts offered by Cloudways.

**Growth Bonus:** When your agency grows from one tier to another within a specified time you earn a bonus (hosting credits in \$).



- If you upgrade from **Basic** to **Silver** within the first 3 months of becoming a partner you get \$250 hosting credits (20% of the free credit will be adjusted from each invoice)
- If you upgrade from **Basic/Silver** to **Gold** within the first 6 months you get \$500 hosting credits (20% of the free credit will be adjusted from each invoice)
- If you upgrade from from **Basic/Silver/Gold** to **Platinum** within the first 9 months you get \$1500 hosting credits (20% of the free credit will be adjusted from each invoice)

**Enhanced Support:** Program members enjoy either an Advanced (worth \$100) or Premium Support addon (worth \$500) for FREE to their Cloudways account. Deal only with senior engineers of the Support Team, on accelerated SLAs and with access to a wider range of expertise.

Unlike Standard Basic Support, Priority Support includes: customization support, proactive monitoring, and App troubleshooting.



- **Application Support** — help with troubleshooting the application(s) you're hosting through Cloudways, e.g. WordPress websites. This includes plugins, themes, database-related issues, and performance optimization.
- **Proactive Monitoring** — investigation and resolution (when possible) of server/stack issues detected by CloudwaysBot, without the customer needing to contact us. (Note: CloudwaysBot is a feature of the Platform, and does more than what is mentioned here. Proactive monitoring is what the Support Team does after CloudwaysBot has done its job.)
- **Customization Support** — help with server configuration changes or installing new packages that are not available through the Cloudways Platform.



**Dedicated Partnership Manager:** Never wonder who to contact again. We make it super-easy to work with us with a single, dedicated partnership manager.

**Co-marketing:** Your clients will love knowing how serious we are about your—and their—web hosting. To boost your online presence we'll publicly list you as a partner on our website, and explore other co-marketing opportunities that bring our brands closer together.

**Regular Conversations:** To make the program even more valuable to you, we'll be in regular touch to hear your views.



## Tier Shift Policy

**Tier Upgrade:** When your monthly spend on hosting falls in the criterion of an upper tier, your partnership tier shall be automatically upgraded from that same month.

**Tier Downgrade:** When your monthly spend on hosting falls in the criterion of a lower tier for two consecutive months, your partnership tier will be downgraded from the third month forward.



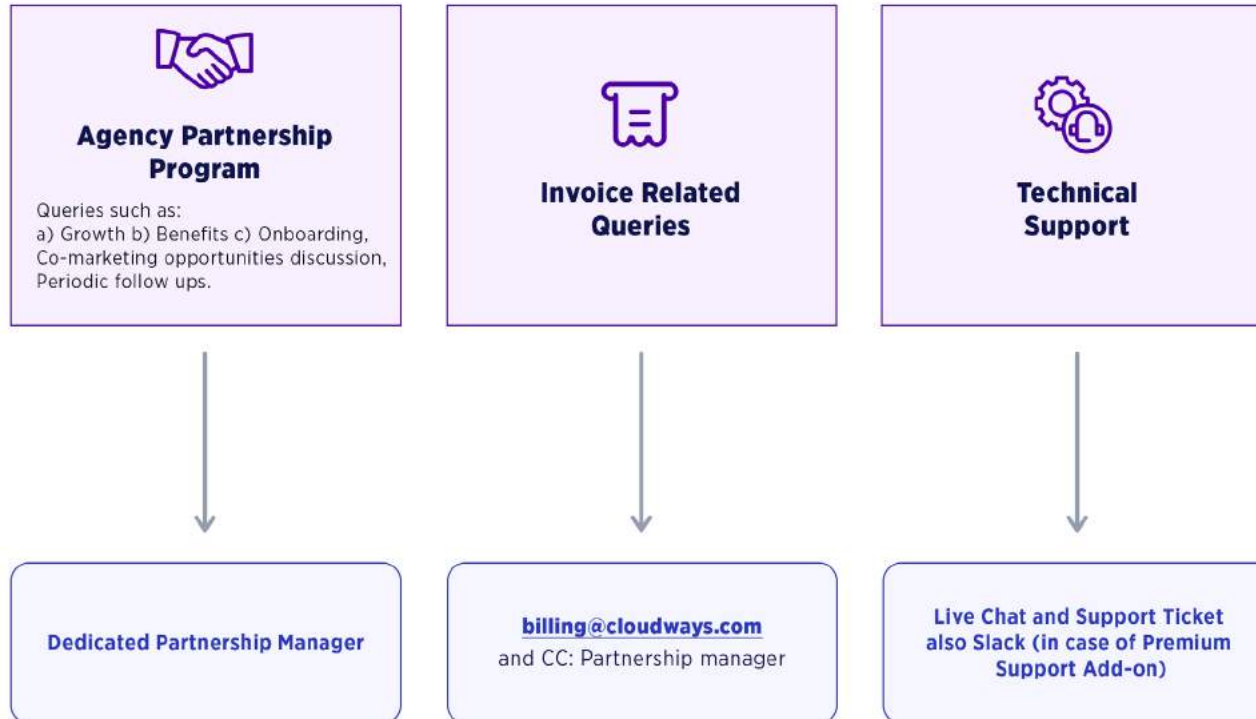
## Agency Partnership Program Tiers

	Basic	Silver	Gold	Platinum
<b>CRITERIA</b>				
Min Spending	N/A	\$100	\$500	\$2,500
Max Spending	\$100	\$500	\$2,500	N/A
<b>BENEFITS</b>				
Support	<a href="#">Standard</a>	<a href="#">Advanced</a>	<a href="#">Advanced</a>	<a href="#">Premium</a>
Partnership Manager	Team	Dedicated	Dedicated	Dedicated
Onboarding Discount	N/A	N/A	10% off for 6 months	10% off for 12 months
Growth Bonus	Available	Available	Available	Available

## Agency Partnership Program Tiers

<p><b>Co-marketing Opportunities</b></p>	<ul style="list-style-type: none"> <li>• Cloudways blog guest post</li> <li>• Agency Spotlight article</li> <li>• Cloudways partner badge</li> </ul>	<ul style="list-style-type: none"> <li>• Partner listing</li> <li>• Agency Spotlight article in Cloudways blog</li> <li>• Customer case study</li> <li>• Cloudways blog guest post</li> <li>• Cloudways partner badge</li> </ul>	<ul style="list-style-type: none"> <li>• Partner listing</li> <li>• Agency Spotlight article in Cloudways blog</li> <li>• Customer case study</li> <li>• Cloudways blog guest post</li> <li>• Cloudways partner badge</li> <li>• Co-branded video ad</li> <li>• Agency founder interview</li> </ul>	<ul style="list-style-type: none"> <li>• Partner listing</li> <li>• Agency Spotlight article in Cloudways blog</li> <li>• Customer case study</li> <li>• Cloudways blog guest post</li> <li>• Cloudways partner badge</li> <li>• Co-branded video ad</li> <li>• Agency founder interview</li> <li>• Free event tickets (worth \$500)</li> <li>• Social media ad campaigns (one month)</li> </ul>
<p><b>Early Features Access</b></p>	<p>-</p>	<p>Offered</p>	<p>Offered</p>	<p>Offered</p>
<p><b>Learning Materials</b></p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>
<p><b>Training Sessions</b></p>	<p>Group</p>	<p>Group</p>	<p>Exclusive</p>	<p>Exclusive</p>
<p><b>Cloudways Swag Box</b></p>	<p>-</p>	<p>-</p>	<p>Yes</p>	<p>Yes</p>

## The Role of Dedicated Partnership Manager



**Note:** In the rare case of delayed response or non satisfaction from Support Team or Billing Department you can contact your Partnership Manager.



Empowering People so That They Can Move Their Dream Forward

Connect with us



[join@cloudways.com](mailto:join@cloudways.com)  
[www.cloudways.com](http://www.cloudways.com)