

SEGMENT SELECT PARTNER PROGRAM

As customer data infrastructure, Segment sits at the center of our customer's technology stack, collecting and distributing consistent, first-party data to their cloud applications and data warehouses. Our partners provide the foundation and tools to transform their raw data into sustainable business value. Given this dynamic, partners are at the center of Segment's DNA.

The Segment Select Partner Program is an investment in our partners to further develop, broaden, and bolster engagement. The program includes activities ranging from co-marketing to education and technical certification. Through this, we can solve our customers toughest business challenges together.

Why Partner with Segment



BECOME AN EXPERT

Gain expertise in customer data infrastructure and Segment's software to better serve potential customers.



BUILD CUSTOMER LOYALTY

Set your customers up for success by helping them utilize their first-party data to yield more meaningful insights.



GROW YOUR BUSINESS

Drive lead generation and gain exposure to qualified prospects by leveraging our marketing resources.

Partner Types

Technology Partner

Directly integrated with (or complementary to) Segment's product leveraging customer data to provide solutions.

Channel Partner

Helping companies architect and deploy customer data infrastructure, advising on growth & analytics best practices, or designing and building innovative digital experiences.

Partner Benefits & Requirements

Benefits	STANDARD	ADVANCED	PREMIER
Partnership Relationship Manager			✓
Go-To-Market Plan			✓
Co-Selling & Sales Collaboration			✓
Co-Marketing Program		✓	✓
Training and Certification Access	✓	✓	✓
Referral Fees/MDF Options	✓	✓	✓
Requirements			
Referred Qualified Opportunities per Quarter		2	4
Segment Certified Employees		2	5
Additional Technology Requirements			
Customer Adoption or Data Volume	None	50 customers or 1B MTUs	50 customers or 1B MTUs
Partner Marketing Engagement			✓
Enable with Segment In-App Flows		✓	✓
Publicly Available Integration	✓	✓	✓

HOW TO GET STARTED

If interested, follow the steps below to join the Segment Partner Program.

