



Adbook Partnership Program





Drive successful Adbook partnerships

BHARAT RANA – CEO & Director,

Partner outcome

Discover valuable information on how you can leverage co-sell to drive business opportunities and success.
And find out about the co-sell programs exciting new strategy and vision



Unparalleled growth opportunities – why Adbook matters to partners

Co-selling enables partners to work directly with Adbook on joint selling opportunities to reach a vast community of customers and create new sales opportunities that can accelerate business growth.



Extend reach

Enter new markets with an expanded portfolio of solutions and access to the global partner network



Expand deals

Create Ad Solution with Adbook and partner-to-partner opportunities



Accelerate wins

Collaborate with Adbook to more generate Orders, amplify marketplace listings, and close more deals with adbook



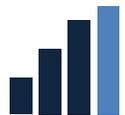
Trailblazing Ad transformation – the Partner business model

Adbook Inc can delivers hundreds of orders to partners every year, helping businesses grow essential relationships within the network and with new customers. Co-selling is the path for partners to jointly sell with Adbook.

Through co-selling, we both have access to:



Marketing & sales co-relations



New growth opportunities



A PAN India Network client base

We are just starting our partnership program to partnership with advertisement services providers so we both can achieve more.

4300cr+

Outdoor Advertising
Market India

Report From ioaa

2 Lakh cr+

Customized Product
Advertisement
Market in India

Reports from The Statesman

Defining co-selling

Collaborative, better-together selling which enables both partners and Adbook Inc to drive joint sales, revenue and mutual customer success

Co-selling happens when qualified sales leads and orders are shared, accepted and won against managed customers



Order is identified
with managed customers

→

Adbook or partner



Qualified Order
is shared

→

Adbook or partner



Order is accepted

→

Adbook or partner



Work together with
customer to close deal

→

Adbook or partner



Contract is signed

★

Partner

Improved experience and enhanced scale – FY23 co-selling focus

Optimizing across all programs and platforms to augment co-selling for both partners and Adbook Inc

To improve the partner experiences in co-selling, Adbook is introducing a new set of capabilities for a more modern marketplace and co-sell experience.



All new experience for co-selling with Adbook



Ad Consulting Services based offers to customers to enhance sales



Ordering through website of Adbook



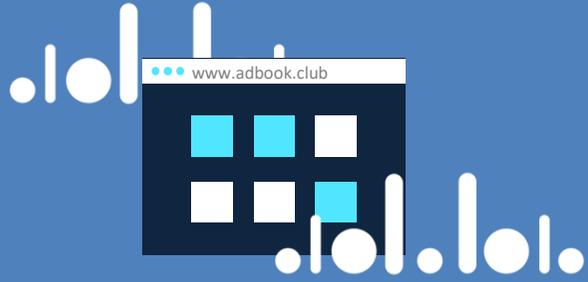
Accelerate MNC-corporate co-selling motion



Ensure a clear path to co-selling for unmanaged partners



Institute a single approach to co-selling



Co-selling ready solutions

Solutions, Website and services offerings that are approved for co-selling with Adbook across **Industry Priority Scenarios**.

Benefits of co-selling ready:

Solution discoverable by Partner & Adbook one-to-one discussion on co-sell solutions

Enabled for bi-directional Order sharing

Potential to become prioritized at a local level for proactive co-selling with Adbook

Co-selling requirements



competency

Services partners need competency

Advertising Services 1m+ consumed revenue trailing 12 months

No additional requirements at this time



Bill of materials –

Complete co-selling bill of materials including:

- Order
- Through App or Website selling
- For big opportunities both unite together and sell high potential to customer



Profile in Partner Center

To enable bi-directional lead and order sharing management



Connected

partner sales contact for each co-selling eligible geo



Managed partners work with a Partner Development Manager (PDM)

Creating new growth opportunities – Ad co-selling expanding for FY23

Adbook will be rewarded to B2B available packaged by third party co-selling through FAP – Freelance Advertising program, Advertisement Services & product selling Teams. Partners & FAP'Pis earn credit for selling thorough Adbook and earn as per billed amount qualifying win.



www.adbook.club

Solutions built with >2000+ products with as per customizability of products. These are solutions that have undergone Adding product to qualify for co-selling ready status.



**Business
Models**

Solutions built on website customer engagement, where the customer can check the all kind of products, brands, and availability.

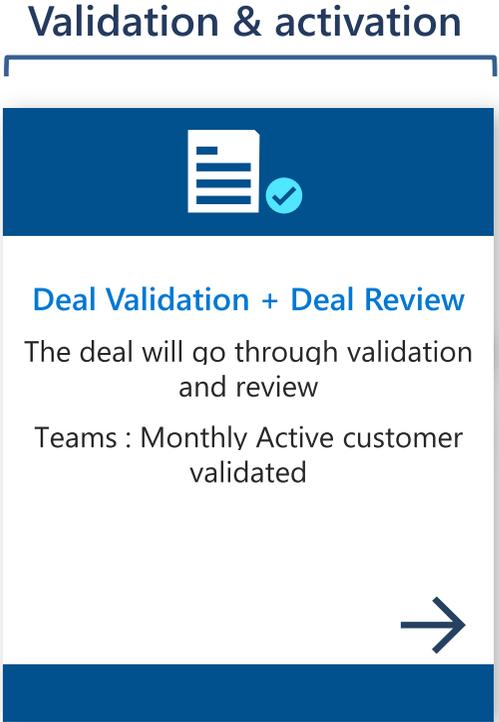
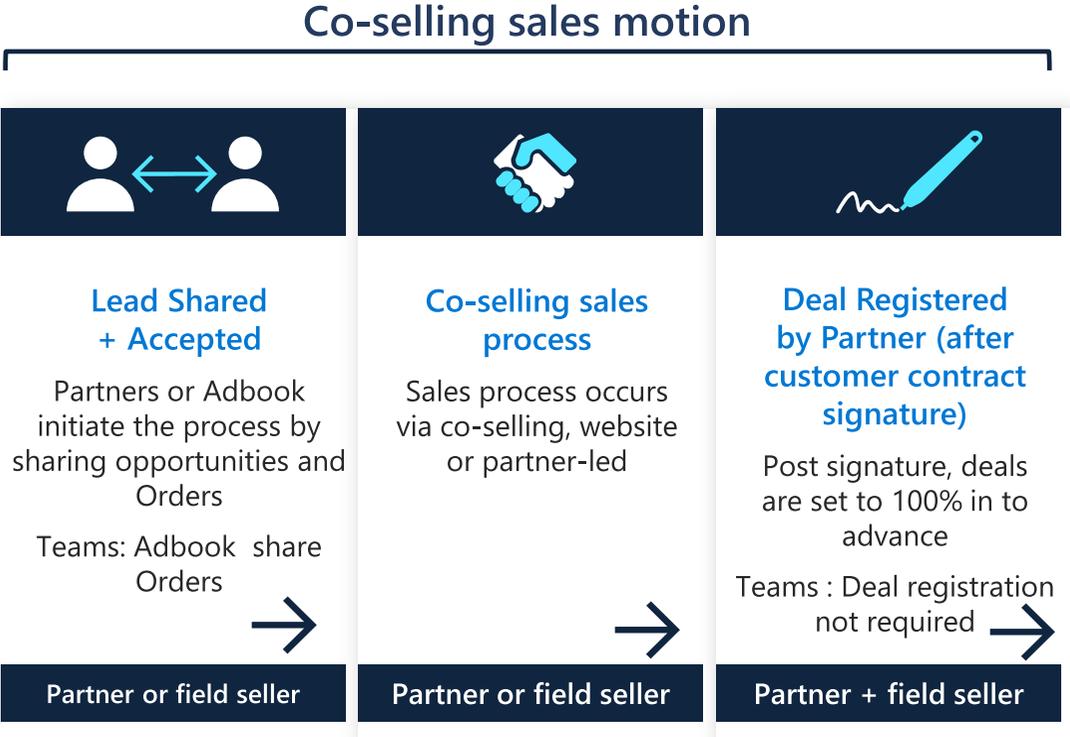


**Modern
Workforce**

Solutions built on Teams with FAP and Adbook Teams. These are solutions that have been published to Adbook Inc.



Sales Journey: Ad co-selling ready solutions



Incentive Credited
Or
Partners Credited
(As per sales)
★

How to drive a successful co-selling partnership



Clearly defined value proposition

When creating your Bill of materials and services is always helpful to clearly define your solution value proposition and how your solution differentiates you from your competitors.



Clarity on target audience

When building out a business plan ensure you define your target audience. Start with an industry focus and a select set of customers from that industry. Once you see some success you can then broaden your scope to other industries and customers.



Goal alignment and seller relationship is key

Collaborate with your Channel manager to build key partner relationships. Align goals with each other and the customer so that you can drive the very best outcomes for all involved.



Adbook Partner-ready co-selling materials

Equip the Adbook partner with materials that reference our partnership and are customer facing. Also keep in mind where the Adbook Corporate Office is and how to best leverage that for your company and with key customers.



Relevant case studies

Customers listen acutely when there is a concrete example of a successful engagement with your solution. Alignment to industry, technology domain or a decision maker persona will yield accelerated results.



Balance direct and B2B co-selling activity

Most successful GTM activities have involved both direct tactics as well as channel/partner tactics. Be planful in your strategy to leverage all co-selling motions with Adbook Inc.



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