CROWDTECH

CROWDTECH PARTNER PROGRAM

STRONGER TOGETHER

As an organization, it's crucial to understand what genuinely engages and concerns your target audience. What drives your customers' customers? Crowdtech Insights allows you to gain a deep understanding of their needs, expectations, and behavior. This empowers every organization to conduct qualitative and quantitative research independently, ensuring you have the appropriate method for your research inquiries. As a Crowdtech partner, you not only gain access to the advanced market research platform, Crowdtech Insights, but also enjoy numerous other advantages.

100% DIY

Crowdtech Insights is a Do-It-Yourself market research tool that assists market research agencies in understanding their customers' target audience. Using the Crowdtech Insights platform, organizations can conduct research independently, whether it's for the long or short term. Crowdtech provides a suitable product for all research requirements, making it the ultimate all-in-one solution.

ABOUT CROWDTECH

Crowdtech is a software company dedicated to high-end technology for market research. Crowdtech Insights offers our clients an easy-to-use and innovative solution for conducting both qualitative and quantitative online research. The platform comprises five distinct products: Research Panel, Research Community, Insight Community, Survey, and Pop-Up Community. Our technology is used by over 300 organizations and more than 2,000 professionals. Crowdtech operates in both Europe and North America.

PARTNERSHIP BENEFITS: WHY BECOME A CROWDTECH PARTNER?

Crowdtech's partner program provides a wide range of advantages that go beyond simply using Crowdtech Insights. By taking part in our partner program, you gain access to exclusive benefits that help improve your research capabilities and enhance your success as market research agency:

Complete control

A DIY research tool provides complete control over the research direction and how it is conducted. This allows you to achieve results more quickly without relying on the scheduling and availability of external suppliers. As a market research agency, you want to be in control and take advantage of the speed and flexibility it offers. Especially when you manage a Research Panel or Insight Community for your client, you can do research at all time. Did you receive a briefing from your client today? You can set up the fieldwork for tomorrow.

Expanding services for agencies

Our platform empowers agencies to gain profound insights from client data, allowing for a deeper understanding of customer needs, preferences, and behaviors. Armed with this valuable information, agencies can create new services that align closely with genuine customer requirements. By offering a more diverse range of services (such as Research Panels, Pop-up Communities, Insight Communities, Conversational Survey, WhatsApp invites), agencies enhance their opportunities to secure additional projects from existing clients and attract new ones, ultimately leading to increased revenue. Crowdtech can share successful use cases in order to help partners understand what the opportunities are using Crowdtech Insights.

Dedicated Crowdtech team

Another valuable perk of our partner program is the personalized support provided by the Crowdtech team. You'll have direct access to a dedicated support team and a dedicated partner manager that's ready to address all your inquiries and assist you with any issues or challenges you encounter. Whether you need technical assistance with survey setup, data analysis, or panel engagement strategies, you can rely on the expertise and guidance of the Crowdtech team. This ensures that you're consistently on the right path and maximizing the impact of your market research efforts.

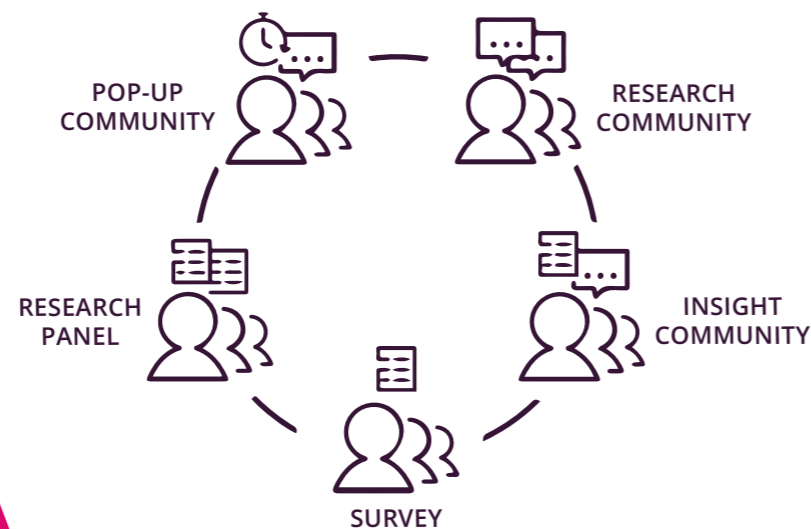### Competitive pricing and commission

As a Crowdtech partner, you'll benefit from competitive pricing on our various products and services. Depending on the partner program you join, you are eligible for a commission. This means you'll receive financial compensation based on the number and scale of projects you undertake with Crowdtech. Your efforts will be duly rewarded, allowing you to further profit from your collaboration with Crowdtech. A Research Panel or Insights Community for example, has a set price for the amount of members in it. This enables you, as a MR-agency, to run as many projects as possible!

Access to the Crowdtech Academy

As a partner, you'll enjoy exclusive access to the Crowdtech Academy. This comprehensive training and education platform is tailored to enhance your knowledge and skills in the field of market research. Through the Academy, you'll have the chance to participate in webinars, workshops, and training sessions led by industry experts. You'll gain insights into the intricacies of the trade and stay up-to-date with the latest trends and techniques in market research. With the knowledge you acquire, you can elevate your research capabilities and achieve better outcomes for both your organization and your clients.

Direct influence on the roadmap

By expressing your opinions and sharing your insights, you can shape the direction in which Crowdtech is developing. This allows you to access the tools and features that are most relevant and valuable for your particular research requirements. In this manner, we guarantee a customized solution that meets your expectations and enhances the quality of your research.

CROWDTECH INSIGHTS PRODUCTS

Crowdtech Insights is a comprehensive platform that includes all of Crowdtech's products. It integrates various research tools, helping you save time and reduce costs in your market research. With this platform, you can easily switch between different research objectives and projects while maintaining the overview.

What makes Crowdtech Insights truly unique is the ability to select the most suitable solution based on your clients' specific research requirements. Whether you have quantitative or qualitative research goals, you can invite your clients to participate in the relevant surveys. This ensures that you can always pose the right questions to the right people in the right manner.

POP-UP COMMUNITY

RESEARCH COMMUNITY

RESEARCH PANEL

INSIGHT COMMUNITY

SURVEY

CROWDTECH INSIGHTS COMPRISES THE FOLLOWING PRODUCTS:

Our products are designed to offer flexibility and adaptability to meet the unique needs of your clients. We recognize that each business has its own specific requirements when conducting research and gathering valuable data. That's why we provide a range of add-ons that enable you to enhance the functionality of our products and customize them to your precise requirements:

- CONNECT
- SINGLE SIGN-ON (SSO)
- MULTILINGUALISM
- BRANDING
- WHATSAPP
- CONVERSATIONAL SURVEY

CROWDTECH PARTNER PROGRAM

Our Partner Program is designed to provide optimal support to our partners in delivering their market research services. Whether you're an experienced agency or a specialized consultant, we have created various packages to meet your needs.

	Academy	Solution	Reseller	Tech
Personal relationship				
Training sessions	4	2	1	1
Inspiration workshops	2	1	0	0
Support PS (hours p/m)	8	4	1	1
Dedicated contact	Partner Manager	Partner Manager	Product Specialist	Product Specialist
Access partner event	✓	✓	✓	✓
Together stronger				
Kick-back fee	15%	12,5%	10%	10%
Exclusive per country	1	2		
Exclusive per country	✓	✓		✓
Sales campaign	2	1		
Share knowledge				
Deal registration	✓	✓	✓	✓
Academy training materials	✓	✓		
Marketing & Sales materials	✓			
Agency impact				
Hosting on own domain	✓	✓		
Account in own branding	✓			
Impact on Roadmap	✓			
Dedicated server	✓			
Crowdtech certification	✓			

HOW TO BECOME A PARTNER?

Are you interested in joining a dynamic network and collaborating with a leading company in the industry? If so, consider becoming a partner with us! As a partner, you'll have the opportunity to grow and achieve success in an inspiring environment. Take the next step in your journey to growth and become a partner with us. Together, we will work towards a prosperous future. Contact us today to explore the possibilities of partnering with our company.

Contact Information

Would you like to learn more about our partnership opportunities and their benefits?

welcome@crowdtech.com

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