Contentful Technology Partner Program Guide

In today's digital-first world, content is the customer experience. As an individual or business, you interact through content, you differentiate using content, and you achieve your goals with content. Content is what powers every single experience throughout our day.
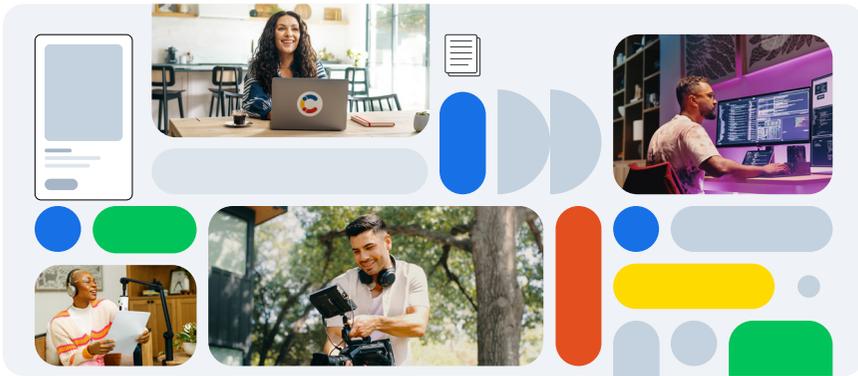
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Why become a Contentful Technology Partner?

Contentful Technology Partners help our joint customers win by providing essential building blocks to solve their digital problems. We believe our ability to solve customer problems at scale hinges largely on the quality of our technology partner integrations in our ecosystem, helping to extend the capabilities of the Contentful platform.

Build more innovative experiences

Partner with us to extend your technical capabilities and deliver cutting-edge content experiences and powerful integrated use cases to joint customers.

Extend your reach

Drive your market visibility to Contentful customers, which comprise nearly 30% of the Fortune 500 and thousands of companies around the world.

Integrate seamlessly

Build alongside Contentful and integrate with ease using our market-leading App Framework which gives you the tools to build apps that customize your customers' workflows with your tool or service, natively within Contentful

Market and sell

All partners are enrolled in our mutual referral fee program and receive programmatic support for approved integration launches in our Developer community and social channels. Premier partners have the opportunity to participate in Contentful marketing and sales enablement activities.*

Join the Partner Program!

The Contentful Technology Partner Program is a global community of ISVs, developers, and resources designed to enable powerful product partnerships built using the extensibility of the Contentful platform. Our partner ecosystem is enabled with support, service, and go-to-market programs that accelerate innovation and drive growth. We recognize and reward partners for building product integrations that enable powerful workflows and solve complex use cases for our customers.

It's simple! Join by completing these two steps:

1   **Let us know you're interested in [becoming a partner](#)**

2   **Sign our partnership agreement**
Provided by your designated Partner Manager

Technology Partner Program Tiers

TECHNOLOGY PARTNER PROGRAM
Integrated Partner
contentful

The partner has listed their app in the Contentful Marketplace and adheres to our support, performance, and security guidelines. Integrated partners make up the many solutions that exist in the Contentful Ecosystem and help solve customer jobs to be done at any scale. Integrated partners are eligible to receive Contentful social media channel promotion for the launch of their Contentful Marketplace app or approved integration, and other programmatic benefits of the program.

TECHNOLOGY PARTNER PROGRAM
Premier Partner
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The partner has listed their app in the Contentful Marketplace, shows significant adoption of their app within the paying Contentful customer base, and adheres to Contentful's highest level of support, performance, and security guidelines. In forming the core of our ecosystem, Premier partners deliver proven value to our joint customers by offering enterprise-ready apps or integrations. Premier partners have the opportunity to be included in joint marketing activities (at Contentful's invitation only), enablement within the Contentful field organization, and regular business reviews with a dedicated Contentful partner team member.

Technology Partner Program Requirements	Integrated	Premier
General Requirements		
Up-to-date Contentful NDA and Tech Partner Agreement in place	✓	✓
Contentful-approved Marketplace App or Integration	✓	✓
Contentful customer adoption and quality of Marketplace App or Integration	Moderate to Emerging	High
Contentful Integration		
Adhere to published Contentful App support, security, and performance guidelines	✓	✓
Provide documentation for app or integration	✓	✓
Offer support at least eight hours a day, five days a week in your local time zone	✓	✓
Publish and adhere to tech partner's SLA statement	✓	✓
Provide Contentful with 24/7 emergency technical content		✓
Meet manual Certification requirements	✓	✓
Marketing / GTM		
Follow Contentful brand guidelines	✓	✓
Partner support for inclusion in Contentful marketing campaigns		✓
Joint case study with customer		✓
Provide requested enablement materials	✓	✓

Technology Partner Program Benefits	Integrated	Premier
Develop		
Access to Contentful APIs/SDKs and integration documents	✓	✓
Contentful development and/or POC Spaces	✓	✓
Access to advance product roadmap update for partners	By Invitation	✓
Technical advice from Contentful Ecosystem team during integration development	✓	✓
Assigned technical point of contact		✓
Market		
Technology Partner Marketing Toolkit incl. Badging and Brand Guidelines	✓	✓
Listed on Contentful Marketplace and/or Tech partner page	✓	Highlighted
Inclusion in Contentful jointed marketing activities		By Invitation
Inclusion in partner quarterly blog and/or newsletter	✓	✓
Promotion of app launch (e.g. in Discord community)	✓	✓
Grow		
Access to partner portal	✓	✓
Lead referral program	✓	✓
Referral fee or MDF*	10%	10%
Inclusion in Contentful sales enablement	By Invitation	By Invitation
Business Reviews including account mapping	By Invitation	Quarterly

Referral fee is mutual and based on terms in partner's Tech partner Agreement Appendix A and C (e.g. based 1st year ACV; partner must choose between. MDF and Referral)

Partner resources and checklist

Sign Technology Partner Agreement

Familiarize yourself with our App Framework and Marketplace App Requirements

Set up time with your Partner Manager and our Developer Experience team to frame your app

Submit your app to be listed in our Marketplace

Access our partner portal, your one-stop-shop!

Subscribe to our monthly partner newsletter for the latest happenings

Join our partner community via LinkedIn and expand your network

Connect with us on Reveal and take your account mapping to the next level
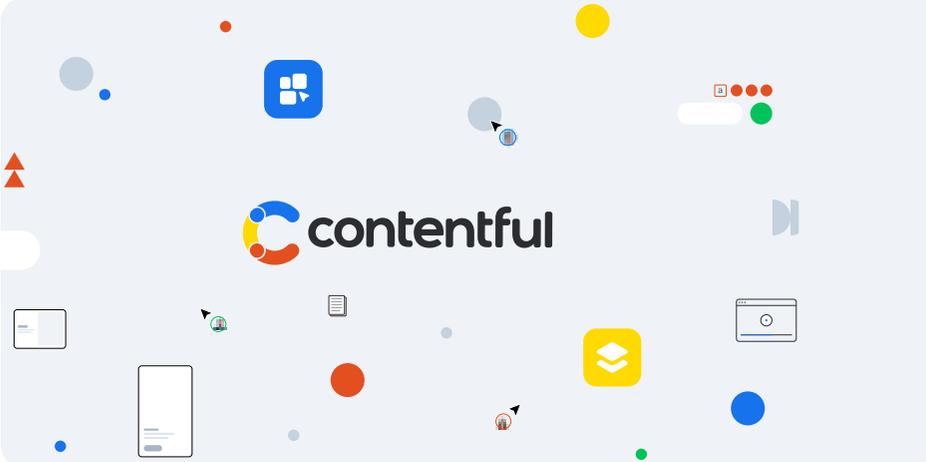
Additional questions?

For all inquiries, reach out to your designated Partner Manager or email us directly at techpartners@contentful.com.

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