



AFFILIATE PARTNER PROGRAM POLICY

Effective Date : January 24, 2023

Control No. Version 1.0

All Affiliate Partners are required to complete the Affiliate Partner Agreement and remain in compliance with the terms and conditions thereof, including the Affiliate Program Policy enlisted below. This list contains everything you need to know to be an Affiliate from a more macro-level operational perspective.

Affiliate Partner Registration Steps

1. An Affiliate Partner fills up a form on Wingify's website for an application to the Affiliate Partner Program
2. The information filled in by the Affiliate Partner gets transferred to "PartnerStack", and once approved from Wingify's end, the Affiliate Partner's account gets activated
3. Affiliate Partner now has access to all the content, branding material, and a Unique Tracking URL Link. required to promote VWO

Affiliate Partner Workflow

1. Affiliate Partners will promote VWO through multiple channels, using a Unique Tracking URL Link created by PartnerStack and provided by Wingify
2. Partner Referrals will visit vwo.com and fill up different forms on the website sharing their details
3. All this data will be transferred to Marketo and then Salesforce. This data will also be transferred to PartnerStack at the same time
4. All the Affiliate Partners will be able to track (i) the number of clicks on the Unique Tracking URL Link, the number of MQLs, the number of opportunities created, the number of final closed won opportunities, and the total Contract Value
5. Basis the total Contract Value, the commission percentage prescribed in the Affiliate Partner Agreement will be transferred to the Affiliate Partner

Consideration Of A Valid Partner Referral Lead

1. If the Partner Referral is an existing customer of Wingify, the Partner Referral will not qualify as a valid Partner Referral lead
2. If the Partner Referral was an existing customer of Wingify within a period of less than or equal to six months from the date of churn, the Partner Referral would not qualify as a valid Partner Referral lead; however, if the Partner Referral lead is greater than six months from the churn date, it will be considered as a valid Partner Referral lead
3. The Partner Referral lead will qualify as a valid Partner Referral lead only if, there is no outbound recorded activity that is being undertaken by Wingify
4. If the Partner Referral lead exists in the stage that has an "L1 Status" as "Prospect" and "L2 Status" as "Assigned", "Working" or "Qualified", the Partner Referral lead will not be attributed as a qualified Partner Referral lead
5. If the Partner Referral lead exists in the stage as an "L1 Status" as a "Prospect" and "L2 Status" as "Parked" or "Surrendered", the Partner Referral lead will be considered as a valid Partner Referral lead
6. If any Partner Referral lead exists in "Active", "Working", or "Open Status", the Partner Referral will not be considered a valid Partner Referral lead
7. If any Partner Referral lead exists in "Terminal Status" like "Archive", "Lost" or "Bad Data", the Partner Referral will be considered as a valid Partner Referral lead
8. If a Partner Referral lead already consists of a ninety-day valid VWO cookie on its browser, the Partner Referral will not be considered a valid Partner Referral lead



Commissions

1. Commission Rates. Affiliate Partner will receive the **commission percentage of volumes more fully described in the Affiliate Partner Agreement** based on the (i) Contract Value of the Partner Referral's subscription cost at the time of purchase of the corresponding VWO Service from Wingify and (ii) the duration of the contract between the Partner Referral and Wingify.
2. Limitations.
 - The Affiliate Partner must sign up at vwo.com/partners/affiliate
 - Additional limitations that need to be met for the commission to be paid – Wingify encourages Affiliate Partner to read the Affiliate Partner Agreement for more information on this.
3. Upgrades/downgrades. Affiliate Partner shall not receive an additional commission if a Partner Referral upgrades to a higher-tiered VWO Service in the future. Affiliate Partner also does not lose commission if they downgrade to a lower-tiered VWO Service in the future. However, the Affiliate Partner shall receive an additional commission if the Partner Referral purchases additional VWO Services.
4. Commission Realisation. For the commission realisation to be fulfilled, the following two conditions need to be met; (i) upon receipt of the Partner Referral lead, the specific and particular Partner Referral opportunity shall be created within sixty days from the date of receipt of the Partner Referral lead, and (ii) the revenue must be realised within twelve months from the date of receipt of the “First Click” of the Unique Tracking URL Link from the Partner Referral.
5. Commission Payment. Affiliate Partner shall ensure all documents requested by Wingify are submitted, including documents related to tax and finance, among other such documentation Wingify may require from time to time.
6. Attribution. In the event that more than one Affiliate Partner submits the same Partner Referral, the first Affiliate Partner shall get the commission based on the time stamp recorded by Wingify.
7. Cookie Validity. The “cookie” shall have a validity of ninety days from the date the Partner Referral clicks the Unique Tracking URL Link; the “cookie” shall expire after this period, and the sale would be construed to have happened outside of the Affiliate Partner Agreement under such instances.
8. Disputed Commissions. Parties hereby agree and acknowledge to solve any discrepancies with regard to the commission upon mutual discussion amicably involving the senior management of both parties in good faith.

Partner Referral

1. Description of Authority. Affiliate Partner's authority under this Agreement shall be limited to:
 1. Affiliate Partner shall be restricted to providing Partner Referral leads through the VWO platform for the purpose of soliciting orders for VWO Services to include but not limited to VWO services and products;
 2. Affiliate Partner shall not have the authority to make any commitments or agreements or to incur any liabilities whatsoever on behalf of Wingify.
2. Neither party shall be liable for any acts, omissions to act, contracts, commitments, promises, or representations made by the other party.
3. Referral Qualification. Affiliate Partner acknowledges and agrees that a Partner Referral will qualify only if the terms and conditions of the Affiliate Partner Agreement and the Affiliate Partner Program Policy are accepted and complied by the Affiliate Partner and provided Wingify accepts the “Affiliate Partner” and the “Partner Referral” and the corresponding business relationship between the parties remain valid through the duration of this Agreement. A potential client or Partner Referral who is already a customer of Wingify, or was a customer of Wingify in the preceding six months, shall not be deemed as a valid Partner Referral lead.
4. Lead Referral Fee. The commission shall be payable based on the total Contract Value for the specific VWO Service purchased by the Partner Referral.
5. Shared Responsibility. Affiliate Partner acknowledges and agrees that it shall be solely responsible for each Partner Referral and shall bear all costs associated with the development of any Partner Referral lead.
6. Referral Tracking. Wingify shall track Partner Referral requests for VWO Services pursuant to the receipt of information and details received through the Unique Tracking URL Link. Both Parties may coordinate with the appropriate representative to identify the scope of the sales opportunity for the prospective Partner Referral as may be deemed necessary at the sole option of Wingify's discretion.
7. Partner Referral Information. Wingify shall provide the Affiliate Partner with information, and details of the Partner Referral, including contact information, specific points of contact of the prospective Partner Referral, the background of the relationship and key personnel if requested, key points of interest and scope of work needs/requirements to



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facilitate a successful Partner Referral. Either party may provide a formal introduction to key representatives of the prospective Partner Referral, where and when appropriate.

8. The commission shall be paid to the Affiliate Partner in conjunction with the prescribed timelines of each such Partner Referral and only upon receipt of the fees from the corresponding Partner Referral, i.e. the monies that are realised by Wingify as a consequence of the Affiliate Partner Program for the onboarding of a Partner Referral through an Affiliate Partner.
9. Payment. Subject to the terms and conditions of this Agreement, Wingify shall pay the Affiliate Partner the commission within sixty (60) days of receiving payment(s) from the Partner Referral.

Promoting VWO

1. VWO Marketing

Do:

Use the language and assets Wingify has provided the Affiliate Partner with.

Only use the name “VWO”, and it shall not be referred to in any other manner; ensure that such use is consistent with the Brand Usage Guidelines in the Affiliate Partner Agreement.

Do Not:

Use false or misleading statements on the benefits of using VWO.

Modify or adjust the VWO wordmark or logo in any sort of marketing material the Affiliate Partner might create, including the creation of any visual badges or dual-logo lockups.

2. What to call yourself

As Wingify has multiple ways to partner with VWO and several ways to reference those relationships, here are some guidelines around what Affiliate Partner can and cannot refer to VWO as within the VWO Affiliate Partner Program.

Do:

Say you’re a “VWO Affiliate Partner”.

Do Not:

Refer to Affiliate Partner as a Legal Partner or that “Affiliate Partner” is in legal partnership with VWO.” This includes press releases, references in videos, listings on Affiliate Partner’s website, or any other marketing material Affiliate Partner may be using.

Do:

Publish, share, disseminate, float, and distribute information and materials provided by Wingify.

Do Not:

Publish, share, disseminate, float, and distribute information and materials created and developed by the Affiliate Partner without the prior written and explicit consent of Wingify.



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3. Buying Ads

Affiliate Partner will not purchase ads that direct to the Affiliate Partner Virtual Real Estate (as defined under the Affiliate Partner Agreement) that could be considered as competing with VWO's own advertising, including, but not limited to, our branded keywords such as "Conversion Rate Optimization" or the like.

