

PARTNER PROGRAM GUIDE

Grow with Enlighty

A structured guide to how agencies and consulting firms can partner with Enlighty — earn revenue, differentiate their offer, and deliver stronger results for clients.

Enlighty's Referral Partner Program is built for trusted industry professionals who want to create new revenue streams without taking on sales or implementation overhead. You make the introduction — Enlighty's team takes it from there.

• What Enlighty enables

Fast, strategy-ready intelligence — for every client engagement

Enlighty delivers structured consumer and market data that is ready to embed directly into your workflow. Whether you are building a pitch deck, validating a campaign concept, entering a new market, or running a quarterly business review, Enlighty provides the insight layer your team needs — immediately.

Common use cases:

Pitch decks

Strategy proposals

Campaign validation

Category & competitor analysis

Market entry

Quarterly business reviews

• Why shift to Enlighty



Higher pitch win rates



Recurring insight revenue

Back your proposals with real-time consumer data. Walk into client meetings with insight your competitors cannot match.



Clear differentiation

Integrate AI-powered consumer intelligence into your service offering and set your agency or firm apart from traditional competitors.

Build ongoing reporting retainers for clients using Enlighty's platform — turning one-off projects into continuous engagements.



Multilingual expansion

Leverage Enlighty's multilingual capabilities to serve clients across different regions and demographics without additional tooling.



Stronger client retention

Drive continuous client value through actionable, predictive insights — making your firm indispensable beyond the initial engagement.



No sales or delivery burden

Enlighty's team handles all sales, negotiation, and implementation. You focus on your client relationships.

● Revenue & incentive model

COMMISSION TYPE

Fixed %

PAYMENT TRIGGER

On collected revenue

PARTNERSHIP MODELS

Referral • Co-sell

Attractive, performance-based commissions

Earn a competitive fixed percentage for every successful referral that results in a signed contract. Payments are tied to collected revenue, ensuring alignment between Enlighty's success and yours. No commission is paid on deals that do not close or revenue that is not collected.

● How the program works

- 1 **Submit a qualified lead**

Use Enlighty's designated referral submission channel to register your opportunity. Leads should meet basic qualification criteria: confirmed budget, decision-making authority, a clear need, and a realistic timeline.
- 2 **Enlighty takes over**

Once validated, Enlighty's sales team leads the entire engagement — discovery, demonstrations, proposals, negotiation, and contracting. You are kept informed but are not responsible for driving the process.
- 3 **Deal closes — you earn**

When the contract is signed and revenue is collected, your commission is processed. No ambiguity, no chasing — the model is straightforward and transparent.
- 4 **Stay active with quarterly check-ins**

Participate in brief quarterly updates with the partner management team to review pipeline, share feedback, and stay up to date on Enlighty's latest capabilities and positioning.

- **Enablement & support**

Introductory training

A focused onboarding session covering Enlighty's core platform, primary use cases, and positioning against alternatives — everything you need to make confident introductions.

Dedicated partner manager

A named contact for opportunity validation, referral registration questions, and ongoing relationship support throughout the partnership.

Marketing collateral

Access ready-made pitch decks, one-pagers, and client success stories — all designed to help you introduce Enlighty credibly and efficiently.

Competitive positioning guides

Understand exactly how Enlighty stacks up against other tools your prospects may already be using — so you can make the case for switching with confidence.

- **Partner requirements**

To remain active in the program, partners are expected to submit leads through the designated referral channel, ensure those leads meet Enlighty's qualification criteria, participate in brief quarterly updates with the partner management team, and comply with Enlighty's branding, confidentiality, and ethical guidelines at all times.

Ready to explore the Enlighty Partner Program? Reach out to your contact at Enlighty or submit an expression of interest to get started.

[Get in touch ↗](#)