



PartnerCentric Affiliate Expense Retainer

Digital Marketing Managers have long suffered critical pain points such as:

1. The hassle and administrative busywork of regularly needing to top off escrow accounts used in paying affiliate commissions, or worse, funding a balance that has gone negative.
2. The frustrations of finding and/or getting approval for the funds needed to buy paid placements you really want to book, and the delay or outright denial in securing them.

Sound familiar? PartnerCentric now solves those critical pain points that many experience when running performance marketing programs through the Affiliate Expense Retainer and the BOOST program!

The PartnerCentric Affiliate Expense Retainer Program

With the innovative Affiliate Expense Retainer, PartnerCentric now helps save clients time by invoicing on a monthly basis and using those collected funds to pay out commissions, integration fees, and other related expenses. All our clients have to do is pay their regular invoices as normal and PartnerCentric does the rest, while providing full line-item reporting on a monthly basis. When our clients accidentally have a negative balance, there is a PR nightmare with partners, links are suddenly pulled, and it's hard to get those partners re-engaged. Never again have a payment issue with a publisher, tracking and promotion gaps, or otherwise with PartnerCentric handling all the payment logistics. It's transparent and hassle-free.

The PartnerCentric BOOST Program

What is the BOOST Program?

PartnerCentric clients recognize the effectiveness of paid placements in boosting engagement and sales in performance marketing. The problem has always been finding the money. PartnerCentric's unique and innovative optimization methods save its clients real money that should and now can be put back to work through more revenue-generating activities. Now, by electing to enter the BOOST program, PartnerCentric will deposit that recognized savings into an escrow account, there to be tapped into and utilized when needed for paid placements. There are additional ways to fund the BOOST account and/or supplement it available upon request.

Funding FAQs

1. Affiliate Expense Retainer

- A client will decide how much they would like to add to their Affiliate Expense Retainer account that will be funneled into their Boost Program
- It can be a flat rate or a designated amount that is received from client each month
- For example the client pays us \$20K a month to cover all expenses, and they agreed \$200 of it goes into boost each month.

2. BOOST

- Tracked by showing the client's cost savings
- Money PC saved them in placements, integration fees etc.
- For example, if PartnerCentric can find ways to save money in the program based on commission rate changes, network reductions or partner negotiations; then PartnerCentric will take that saved fee and put it into an escrow account where PartnerCentric can reinvest it into the program.
- Another example if we were able to secure a placement for a \$500, but the placement is sold for \$750, we would take that \$250 we saved them and add it their BOOST program

3. Elected Funding

- % of estimated Performance Incentive (PI)
 - Each month PC will add a % of their PI that is agreed upon with the client and add it directly to their BOOST account
- X% of each transaction or X% of total revenue earned for the month
 - Each month PC will add either a % of each transaction or of the total revenue earned for the month and will add that back into their BOOST account
 - The amount is agreed upon by client
 - For example if the client's total revenue for the month is \$60K and they agree to put 1% of that into their BOOST program, we would add \$600 into their account.
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[Contact a Account Manager for more details.](#)