



PARTNER OVERVIEW

Get ahead with the Mouseflow Partner Program

About Mouseflow

Mouseflow is one of the leading companies in the Web Behavior Analytics industry, helping people see exactly what their website visitors are doing.

Built on a privacy-by-design, full-picture, no-sampling approach, Mouseflow empowers users to solve complex analytics puzzles and optimize digital experiences. For over a decade, we've supported global brands with holistic tools that drive conversions and growth. Today, more than 210,000 customers in over 100 countries use Mouseflow to uncover insights and deliver frictionless user experiences.

★★★★★ 4.7/5 G2 reviews

★★★★★ 4.7/5 Capterra reviews



Founded in 2009 in Denmark



Fully compliant with global privacy and security regulations



Offices in Copenhagen and Austin



Data centers in both US and EU



Employees operating all over the world



Excellent 24/7 customer support

Ways to partner with Mouseflow

Whether you want to grow your business, provide added value to your clients, unlock a new revenue stream, or all of the above – you have options.



Certified Mouseflow Partner

Our Certified Mouseflow Partnership Program is for customer-centric agencies committed to helping clients grow their businesses and level up their expertise. This deep digital alliance not only unlocks the highest commission rate, but also grants access to our partner portal, partner exclusive events, frontline support, and training.



Agency Partner

If you're an agency working on digital solutions or CRO and want to bundle Mouseflow into your services, we'll show you the way. Our suite of behavioral analytics tools will help you wow clients, win new ones, and open the door to another stream of revenue. You invoice your clients either for the product or as an integrated part of your current offering.

The Mouseflow Partner Portal

Manage multiple customers and websites from a single account, invite customers to access their dashboard, and enjoy an unlimited number of users. With the Mouseflow Partner Portal it is easy to configure appropriate access rights, keep track of transactions and commissions, and download relevant resources.

The screenshot displays the Mouseflow Partner Portal interface. The top navigation bar includes links for Dashboard, Connect, Team Members, Transactions, and Partner Resources. The main content area is divided into two sections: CLIENT DASHBOARD and PARTNER TRANSACTIONS.

CLIENT DASHBOARD: This section lists client accounts with columns for PARTNERS, AGENCY CONTACT, and CLIENT CONTACT. Callouts highlight features like "One-click access to Mouseflow account" and "Easily control access rights".

PARTNER TRANSACTIONS: This section displays a table of transactions with columns for CLIENT NAME, CREATED, CONNECTION TYPE, COMMISSION, PLAN NAME, INVOICE AMOUNT, and COMMISSION AMOUNT. Callouts highlight features like "Resources to support you" (Training videos, Marketing Materials, ROI Calculator, Knowledge Base) and "Keep track of transactions" (New invoice, check out the commission).

CLIENT NAME	CREATED	CONNECTION TYPE	COMMISSION	PLAN NAME	INVOICE AMOUNT	COMMISSION AMOUNT
Example Client 1	Aug 17 2020	Full Access	50%	Starter	\$100	\$50
Example Client 2	Aug 17 2020	Basic	25%	Starter	\$50	\$12.50
Example Client 3	Aug 17 2020	Basic	25%	Starter	\$50	\$12.50
Example Client 4	Aug 17 2020	Basic	25%	Starter	\$50	\$12.50
Example Client 5	Aug 17 2020	Basic	25%	Starter	\$50	\$12.50
Example Client 6	Aug 17 2020	Basic	25%	Starter	\$50	\$12.50
Example Client 7	Aug 17 2020	Basic	25%	Starter	\$50	\$12.50
Example Client 8	Aug 17 2020	Basic	25%	Starter	\$50	\$12.50
Example Client 9	Aug 17 2020	Basic	25%	Starter	\$50	\$12.50
Example Client 10	Aug 17 2020	Basic	25%	Starter	\$50	\$12.50

Partner Benefits & Requirements

Mouseflow goes beyond tradition analytics by providing you with the platform to answer both the what and the why behind user behavior. By literally showing your clients what happens on their websites, your data-driven solutions will stand out and provide immense value while building long-term relationships.

Key Benefits



Easily empower your offerings

Show recordings of real user interaction on your client's website to support your solutions.



Establish long-term relationships

Build continuous optimization processes with your clients and monitor their websites through Mouseflow.



Stand out and stay relevant

Differentiate yourself and answer *the why*, not *the what* behind user behavior - don't be another agency using Google Analytics.



Access exclusive resources

Get exclusive training sessions, videos, and easy access to all your clients through our Partner Portal.



All your clients in one place

The Mouseflow Partner Portal provides easy access to client accounts, an overview of transactions and commissions, exclusive resources, and much more.



Earn margin and commission

Seamlessly integrate Mouseflow as part of your offerings and take advantage of the possibility to earn margin and commission.

Partner Benefits

	Agency	Certified
Training & Support		
24/7 Customer Support	✓	✓
Dedicated Partner Manager	✓	✓
Partner Onboarding: Technical Training	✓	✓
Partner Onboarding: Sales Training		✓
Opportunity for in-person product workshops		✓
Access to our Privacy & Security experts		✓
Mouseflow Partner Portal		
Partner Portal Access		Full Access
Partner can access and manage client accounts		✓
Manage multiple projects from one account	✓	✓
Marketing & Branding		
Use of Mouseflow Logo	On Request	Certified Partner Logo
Joint PR	✓	✓
Joint Case Studies	✓	✓
Joint Webinars		✓
Co-marketing Package		✓
Exclusive Events		✓
Expert Interviews		✓
Referrals & Commission		
Partner Commission	Reseller Model	As per Agreement
Automated commission payments		Quarterly

Partner Requirements

	Agency	Certified
Partner Requirements		
Mouseflow Affiliate Agreement		
Mouseflow Partner Agreement		Required
Onboarding Training	Offered	Required
Ongoing Re-Training	Offered	Required
Marketing Plan		Required
On-Going Follow-Up Meetings	Recommended	Required

Ready to **join the future** of digital experiences?



GDPR Compliant



CCPA Compliant



EU and US Data Centers

Become a Partner