

# 6 Ways To Monetize SaaS Tech Partnerships

The Most Common Ways to Monetize Integrations



## 1.) REFERRAL AGREEMENT

Each tech partner has to send a certain number of leads to the other partner. This can be tracked through billing or PRMs or other software.

## 2.) ONE TIME FEE

You can charge your tech partners a one time fee for joining your in-app integration marketplace.



## 3.) REVENUE SHARE

Every time a customer signs up for your partner's app to integrate it with yours, you can take a percentage of their revenues.

## 4.) TIERED PLAN FOR CUSTOMERS

Make integrations only available on higher tier plans, driving upsells and increasing revenue.



## 5.) CHARGE CUSTOMERS DIRECTLY

You can charge customers directly to use integrations, either based on the integration or how much they use it.

## 6.) YOU PAY YOUR PARTNER

Paying your larger partners a fee and/or share of your revenues is profitable when it drives a large number of new leads or increases your customer retention or upsells.

