



DPN Marketing Development Support Program

The Datadog Partner Network (DPN) Marketing Development Support (MDS) Program is a benefit available to qualifying DPN partners. The MDS Program allows Datadog to support partner-led and joint marketing activities focused on engaging and informing customers and prospects about Datadog products, services, and solutions.

Program Overview

Under the MDS Program, eligible DPN partners can request marketing support through the MDS Request Form in the DPN Portal. If Datadog approves the requested MDS activities, Datadog will assign a Partner Marketing Manager to manage the engagement.

Channel Partners: Solution Providers

Partner Eligibility and Support Points Levels

The MDS Program is available to Advanced tier Solution Providers.

Advanced Tier Partners Annual MDS points: 11,000

MDS Program Offerings

- Partner-led webinars
 - Partner-led virtual field events
 - Partner-led co-branded customer case studies
 - Partner-led co-branded datasheet
 - Partner-led press release support
 - Partner-led blog support
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Partner-led webinars (5,000 MDS points)

What is a partner-led webinar?

Led and driven by Datadog partners, these webinars are an opportunity to market your products, promote thought leadership, and advertise your expertise within your space—with the support of Datadog.

Partners will choose the topic for the webinar (along with a speaker from their organization), and manage the setup, promotion, and execution of the webinar. Datadog will provide assistance in the form of an additional speaker, amplification of partner social media, and logistics.

What's in it for our partners?

As thanks for their hard work in the process, partners will receive all leads for their exclusive use. Not only will the Datadog sales team refrain from contacting any of the leads generated from this event, but we will also simplify the follow-up process by providing relevant, specific communications templates for partner sales teams to use (if they choose).

In addition, partners can count on the support of Datadog during the process. Datadog will task a Partner Marketing Manager to help with planning and troubleshooting, as well as a subject matter expert (SME) to consult on content and speak on related topics. Lastly, Datadog will also amplify partner promotion efforts through organic social media.

Partner Roles & Responsibilities

- Own all logistics for the webinar, including attendee recruitment and registration; hosting the webinar on a platform of their choice; and scheduling dry runs
- Manage topic and content creation in conjunction with the Datadog speaker
- Arrange relevant speaker(s)
- Partner will own and follow up on all leads
- Provide Datadog with webinar results on the day of webinar and two weeks post-webinar using this [metrics form](#)

Datadog Roles & Responsibilities

- Dedicated Partner Marketing Manager to support webinar logistics
- Provide an SME to collaborate with partner on content and speak during the webinar
- Amplify partner's promotion for attendee recruitment via organic social media
- Attend dry run(s) and webinar, and help with changes
- Provide follow-up communications plans for partner sales team

Success Metrics

As a way to measure the effectiveness and success of these webinars, we require that the partner provide various metrics to the dedicated Datadog Partner Marketing Manager on the day of the webinar and two weeks post-webinar. These metrics include:

- Number of registrations
- Number of attendees
- Number of sourced opportunities for the partner
- Number of influenced opportunities for the partner

Partner-led virtual field events (5,000 MDS points)

What is a partner-led field event?

Led and driven by Datadog partners, these intimate events focus on creating personal connections with director-level (and above) titles at prospect companies. Field events are capped at 30 attendees to ensure that the partner has face-to-face time with priority leads.

Partners will choose the content and experience, as well as manage the setup, promotion, and execution of the event. Datadog will provide assistance in the form of an additional speaker, amplification of partner social media, and logistics.

What's in it for our partners?

As thanks for their hard work in the process, partners will receive all leads for their exclusive use. Not only will the Datadog sales team refrain from contacting any of the leads generated from this event, but we will also simplify the follow-up process by providing relevant, specific communications templates for partner sales teams to use (if they so choose).

In addition, partners can count on the support of Datadog during the process. Datadog will task a Partner Marketing Manager to help with event planning and troubleshooting, as well as a subject matter expert (SME) to consult and speak on related topics. Lastly, Datadog will also amplify partner promotion efforts through organic social media.

Partner Roles & Responsibilities

- Own event experience and logistics, including attendee recruitment and registration
- Manage topic and content creation in conjunction with the Datadog speaker and customer speaker if applicable
- Own and follow up on all leads
- Provide Datadog with event results on day of event, and two weeks post-event using this [metrics form](#)

Datadog Roles & Responsibilities

- Task a dedicated Partner Marketing Manager to support event creation and logistics
- Provide an SME to collaborate with partner on content and speak at the webinar
- Amplify partner's promotion for attendee recruitment via organic social media
- Attend dry run(s) and event, and help with changes
- Provide follow-up communications plans for partner sales team

Success Metrics:

As a way to measure the effectiveness and success of these field events, we require that the partner provide various metrics to the dedicated Datadog Partner Marketing Manager the day of the event and two weeks post-event. These metrics include:

- Number of registrations
 - Number of attendees
 - Number of sourced opportunities for the partner
 - Number of influenced opportunities for the partner
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Partner-led co-branded customer case study (3,000 MDS points)

What is a partner-led customer case study?

Customer case studies are an opportunity for partners to reach prospects by detailing how their solution fixed a real-world customer problem. Social proof helps prospects engage more with a case study than with other marketing materials, such as advertisements or white papers.

Partners will choose the customer and topic for the case study, and will be responsible for drafting, editing, and promoting the case study. Datadog will provide assistance in the form of providing a joint case study template, Datadog product copy, editing, and amplification via social media.

What's in it for our partners?

Partners can count on the support of Datadog during the process. Datadog will task a Product/Partner Marketing Manager to help with logistics and promotion as well as a subject matter expert (SME) to consult on content. The SME will ensure that the case study is well-written, solution-centric, and successful in driving sales opportunities for the partner.

In addition, Datadog will amplify partner promotion efforts through organic social media. Lastly, Datadog will also distribute the case study among our internal sales teams so that they are prepared to speak on your solution should it come up during a conversation with our own prospects.

Partner Roles & Responsibilities

- Manage topic and content creation in conjunction with customer
- Own all communications with the customer
- Follow up on qualified leads who download the case study
- Provide Datadog with case study download numbers at one month and three months post-launch

Datadog Roles & Responsibilities

- Assign a Partner Marketing Manager to support logistics
- Provide joint case study template and Datadog product copy
- Provide an SME to collaborate with partner on content
- Distribute joint case study to the Datadog sales team
- Amplify partner's promotion via organic social media

Success Metrics

As a way to measure the effectiveness and success of joint case studies, we require that the partner provide various metrics to the dedicated Datadog Partner Marketing Manager at one month post-launch. These metrics include:

- Number of downloads/views
- Number of leads if associated with a marketing campaign
- Number of sourced opportunities for the partner post-launch
- Number of influenced opportunities for the partner post-launch

Partner-led co-branded datasheet (3,000 MDS points)

What is a partner-led co-branded datasheet?

Led and driven by Datadog partners, these datasheets summarize your solution's unique strengths and how they align with Datadog. While only one page in length, they should encapsulate all of your solution's main selling points and what differentiates you from your competition.

Partners will draft the copy for the datasheet and manage its distribution among their sales team. Datadog will provide assistance in the form of a datasheet template, Datadog product content as well as a subject matter expert (SME) to help guide the content creation process.

What's in it for our partners?

Datadog's template will capture the primary questions prospects ask themselves during the buyer process. This template will make it easy for you to convince prospects that your product should be a part of their technology stack.

In addition, partners can count on the support of Datadog during the process. The Datadog SME will be available to edit copy and help you concisely deliver your value proposition. Lastly, Datadog will also distribute the datasheet among our internal sales teams so that they are prepared to speak on your solution should it come up during a conversation with our own prospects.

Partner Roles & Responsibilities

- Own content creation
- Distribute datasheet amongst partner sales team
- Keep datasheet up to date with new product and announcements

Datadog Roles & Responsibilities

- Provide datasheet template
- Dedicated SME to support content creation
- Distribute joint datasheet to Datadog sales team

Success Metrics

As a way to measure the effectiveness and success of joint case studies, we require that the partner provide the following metrics to the dedicated Datadog Partner Marketing Manager at one month post-launch:

- Number of reads
 - Number of conversions on CTA included in datasheet
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Partner-led press release support (3,000 MDS points)

What is a partner-led press release?

Led and driven by Datadog partners, these press releases are an opportunity to announce a new strategic relationship or service to the right media outlets as well as to your target audience—with the support of Datadog.

Partners will draft the copy for the release and manage its distribution and promotion. Datadog will provide assistance in the form of executive-level quotes and amplification of partner social media.

What's in it for our partners?

Press releases are an opportunity for partners to build their brand awareness, distinguish themselves from competition, and ensure that their prospects are aware of key product and service announcements.

Partners can count on the support of Datadog during the process. Datadog will task a member of our Communications team to review the release, as well as a subject matter expert (SME) to consult on content and provide an executive-level quote. Lastly, Datadog will also amplify partner promotion efforts through organic social media.

Partner Roles & Responsibilities

- Manage topic and content creation
- Own all logistics for the distribution of the release
- Collaborate with Datadog on edits and ensure that press release follows the PR Guidelines
- Own and follow up with any additional media requests

Datadog Roles & Responsibilities

- Dedicated support from Communications team
- Provide quote from Datadog executive
- Amplify partner's promotion via organic social media

Success Metrics

- Successfully pitched and placed in a channel publication
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Partner-led blog support (3,000 MDS points)

What is a partner-led blog?

Led and driven by Datadog partners, these blog posts are an opportunity to drive leads to your website, boost your SEO, and establish yourself as a thought leader within your space—with the support of Datadog.

Partners will choose the topic, draft the content and promote the blog. Datadog will assist by editing, providing quotes, and amplifying promotion via social media.

What's in it for our partners?

Partners can count on the support of Datadog to create and market their blog. Datadog will task a Partner Marketing Manager to help with logistics and promotion and a subject matter expert (SME) to consult on content and provide relevant quotes. Datadog will also amplify partner promotion efforts through organic social media. All of this will ensure that the blog is educational, relevant, and successful in converting your leads. Lastly, Datadog will also distribute the blog among our internal sales teams so that they are prepared to speak on your solution in case it comes up during a conversation with our own prospects.

Partner Roles & Responsibilities

- Manage topic and blog content creation
- Amplify blog via social media channels
- Partner will own and follow up on leads
- Provide Datadog with blog results at one month and three months post-launch

Datadog Roles & Responsibilities

- Assign a Partner Marketing Manager to support logistics
- Provide an SME to collaborate with partner on content
- Amplify partner's promotion via organic social media

Success Metrics

As a way to measure the effectiveness and success of partner-led blogs, we require that the partner provide the following metrics to the dedicated Datadog Partner Marketing Manager at one month post-launch:

- Number of visitors
- Number of unique visitors
- Referrals to gated content