

IFTTT

Let's get you ready for launch!

☐ Set-up

- Log-in to <https://platform.ifttt.com> and review [product documentation](#)
- Coordinate co-marketing efforts by filling out the [marketing launch form](#)

☐ Build & launch

- Connect with IFTTT through an API integration or a RSS feed
- Submit your service to the IFTTT team for review
- Build 6+ Applets using yours and other partners' triggers and actions
- Submit your service to the IFTTT team to become available on the IFTTT platform

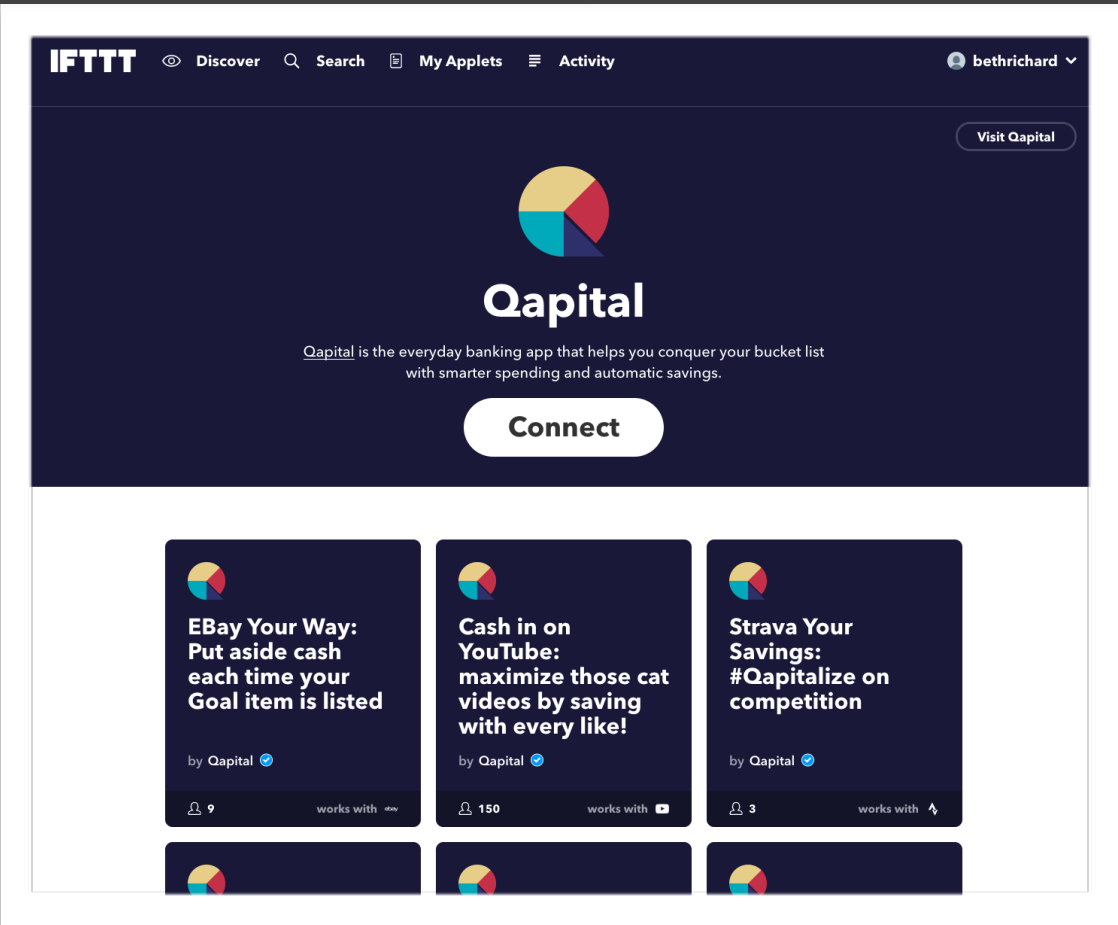
☐ Engage

- Create new Applets – get inspiration from the [IFTTT partner blog](#) or your service's [Insights!](#)
- Leverage IFTTT Sponsored Marketing to gain awareness and acquire new users

IFTTT provides you with:

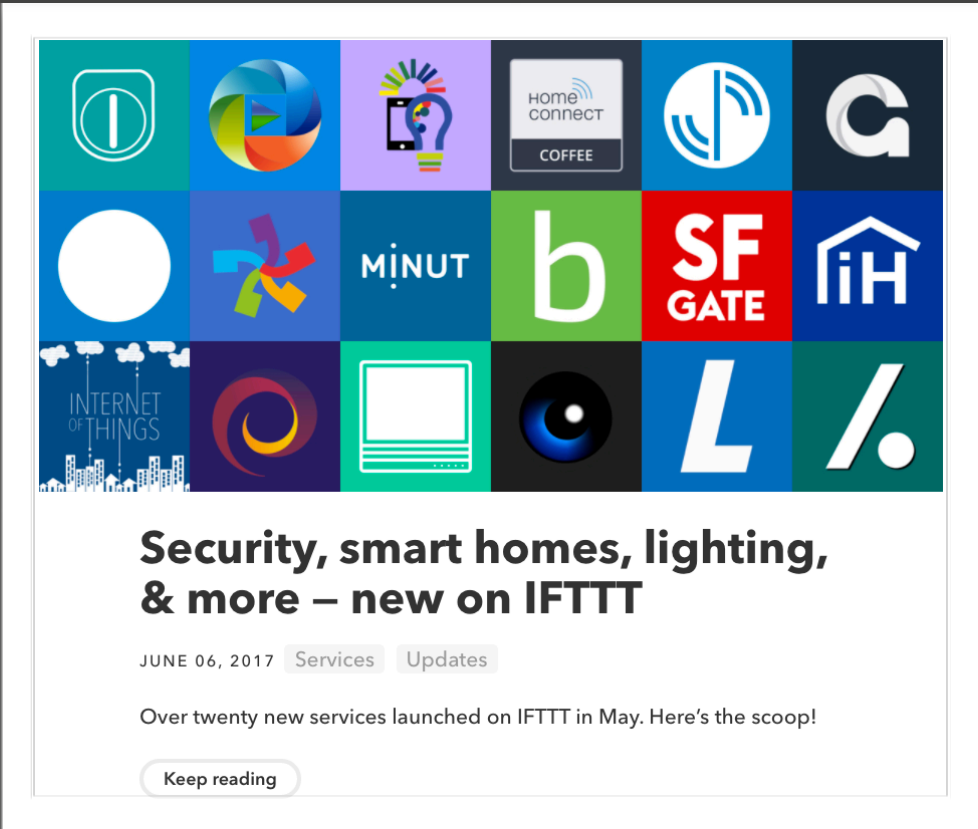
Service page

Create a unique brand experience where users can turn on your Applets



“What’s new” blog

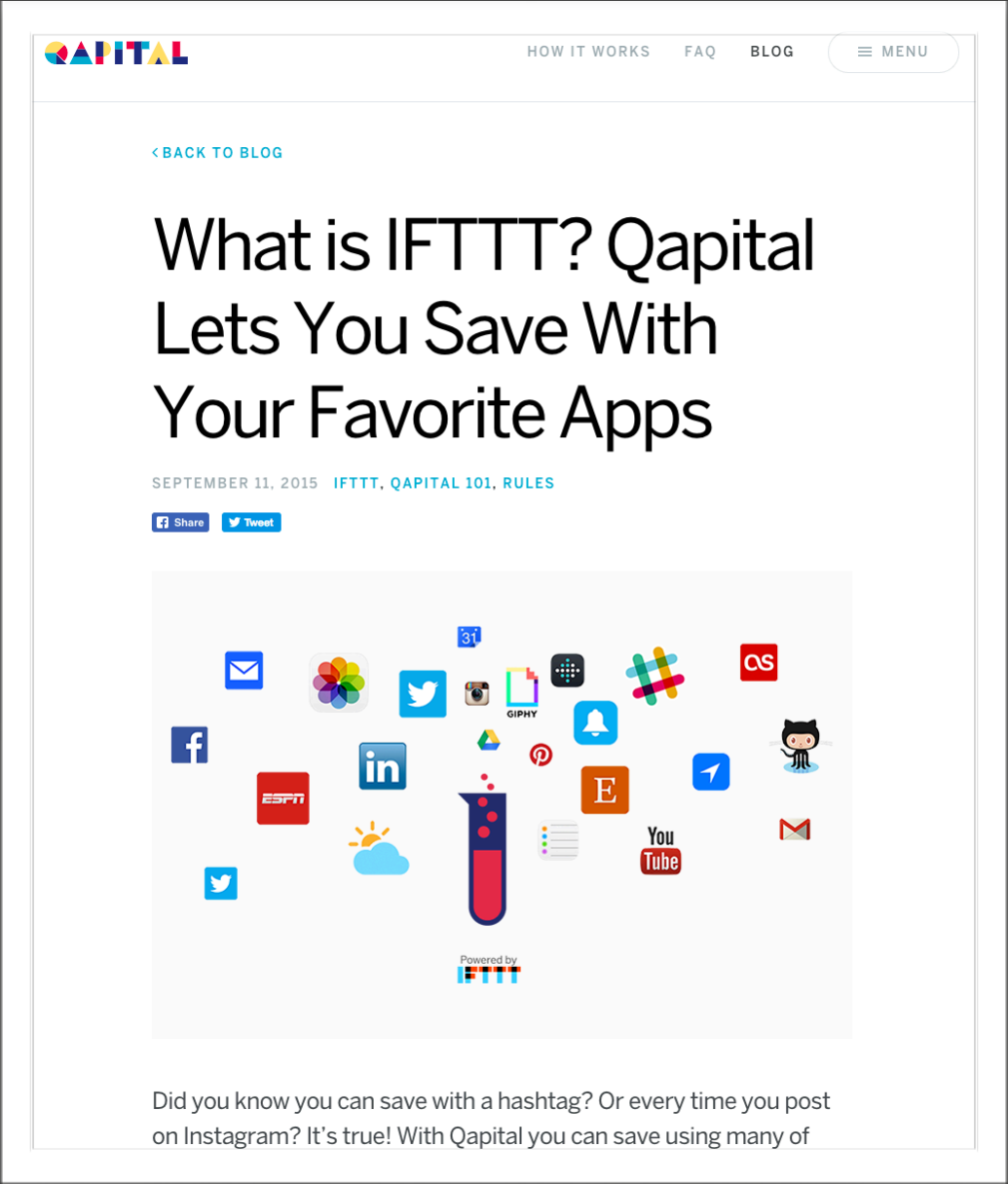
Awareness of IFTTT’s new services launched that month



What we recommend you do:

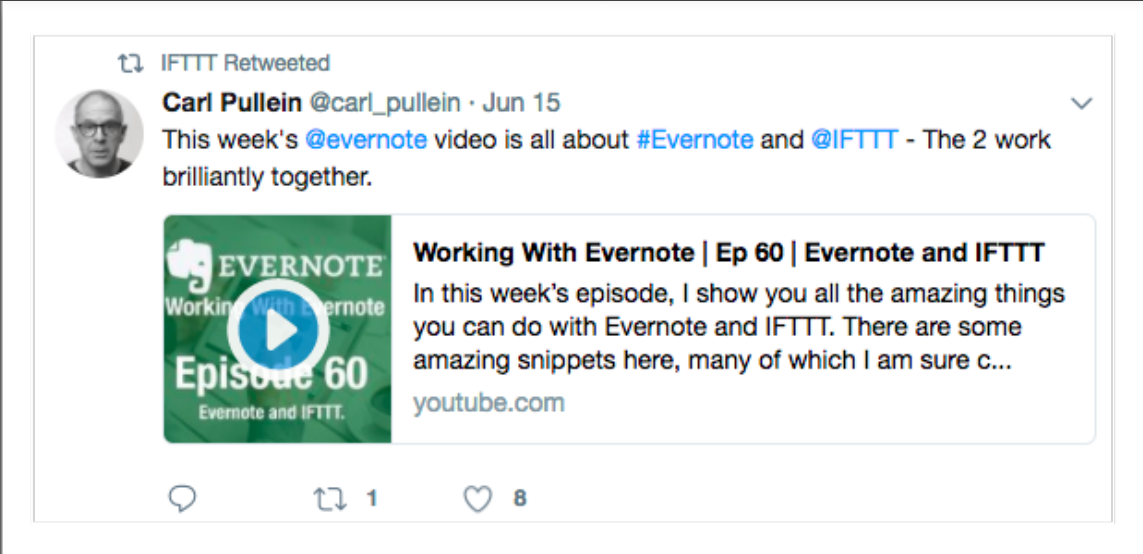
Landing page

Promote the value the new functionality brings and how it works



Emails and social media

Socialize your new service and mention us @IFTTT for a repost*



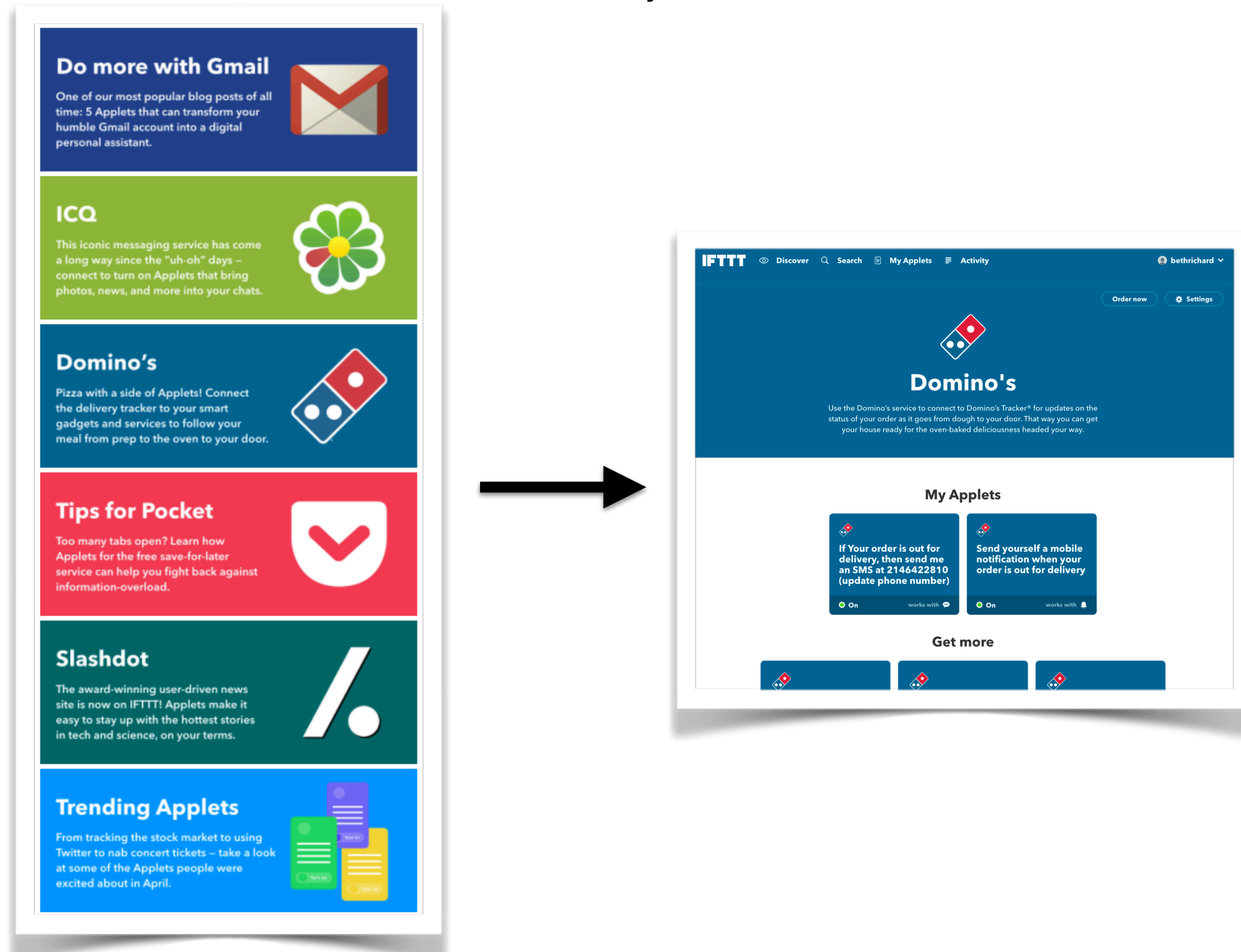
Promo codes

Incentivize your users to try it out!

*IFTTT social media team reposts when your update links to your IFTTT service page

User newsletter

Awareness of your service



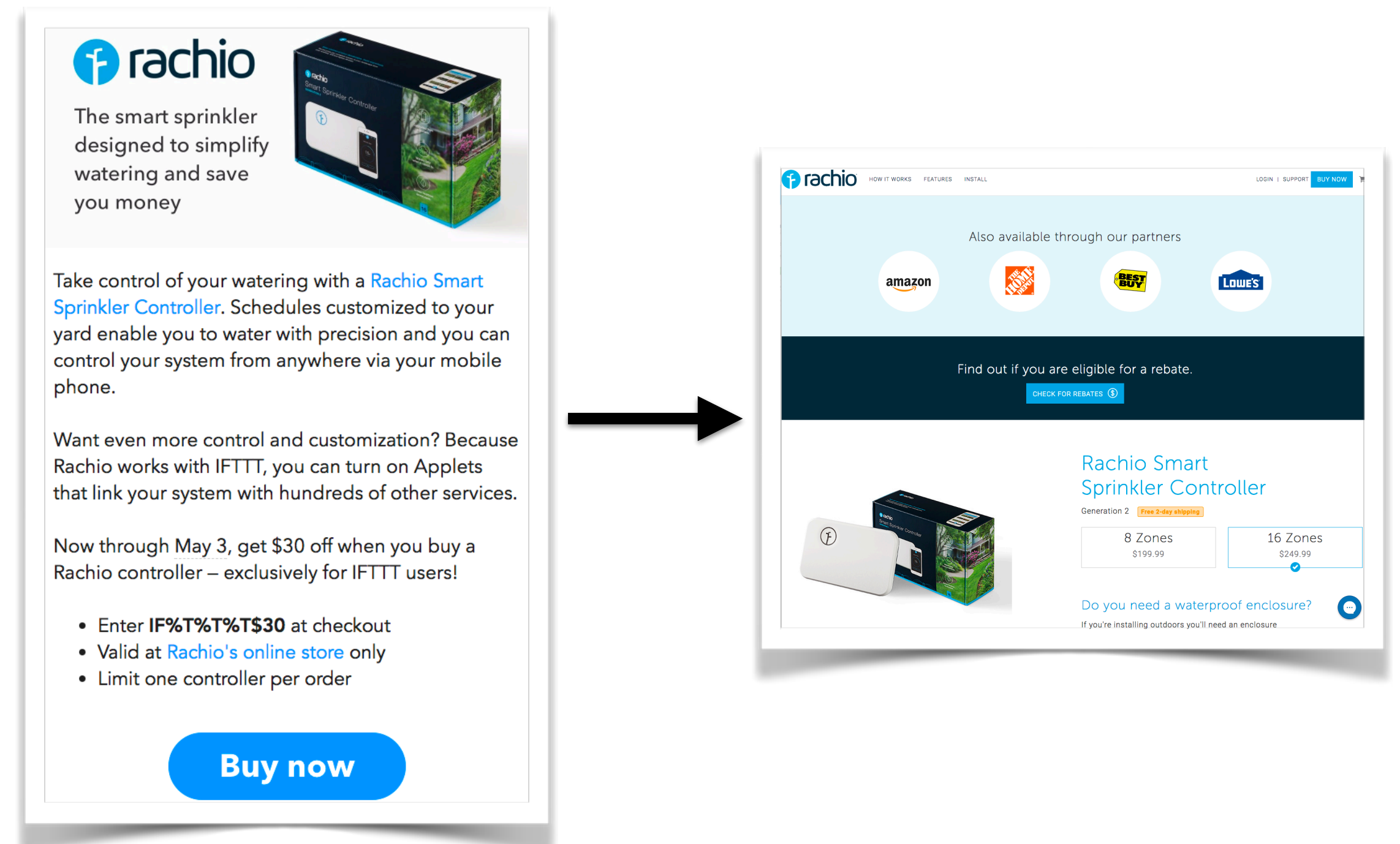
\$5k, sent to 9M people

"We were included in the February IFTTT newsletter. It brought us a spike in traffic and doubled our sales for 4 days."



Targeted email

Market directly to a specific audience



Price varies by target audience

45% of users have learned about a new product from IFTTT

Data source: IFTTT user survey

Questions? Contact us at partnerships@ifttt.com