Bright Data SDK Partner Program Guide 2023

Introduction

Bright Data has created powerful tools that allow enterprises to gather accurate data at scale from any public web source. Bright Data unique technology and products help companies save valuable resources and make smarter business decisions.

As a Bright Darta SDK partner, you can increase your total revenues by integrating the Bright Data SDK into your application. This will allow your users to join the Bright Data network, and you to generate additional revenue, enabling your users a limited premium version.

Definitions

"Partner" - Bright Data SDK partners, who are a party to an SDK Agreement in force.

"SDK Agreement" - an agreement signed between Partner and Bright Data granting the Partner the right to install the Bright Data SDK in Partner's application.

"Bright Data" - Bright Data Ltd. and its subsidiaries.

"Bright Data SDK" - a proprietary Bright Data software development kit.

"**Bright Points**" - number of points each SDK Partner earns based on number of Bright SDK daily qualified devices and extra points earned upon completion of certain KPIs, as further detailed herein.

Partner Program Guide

This guide provides Partners with an overview of their benefits and requirements and is effective as of June 1, 2023.

Please note that this guide supplements your current SDK Agreement , and it may be amended periodically, in whole or in part, by Bright Data, at its sole discretion. Bright Data will provide written or email notice to Partners regarding any changes to this guide.

Partner Levels and Definitions

The Bright Data partnership program offers 5 tiers of Partners, set in accordance with the number of Bright Points earned by the Partner, as follows:
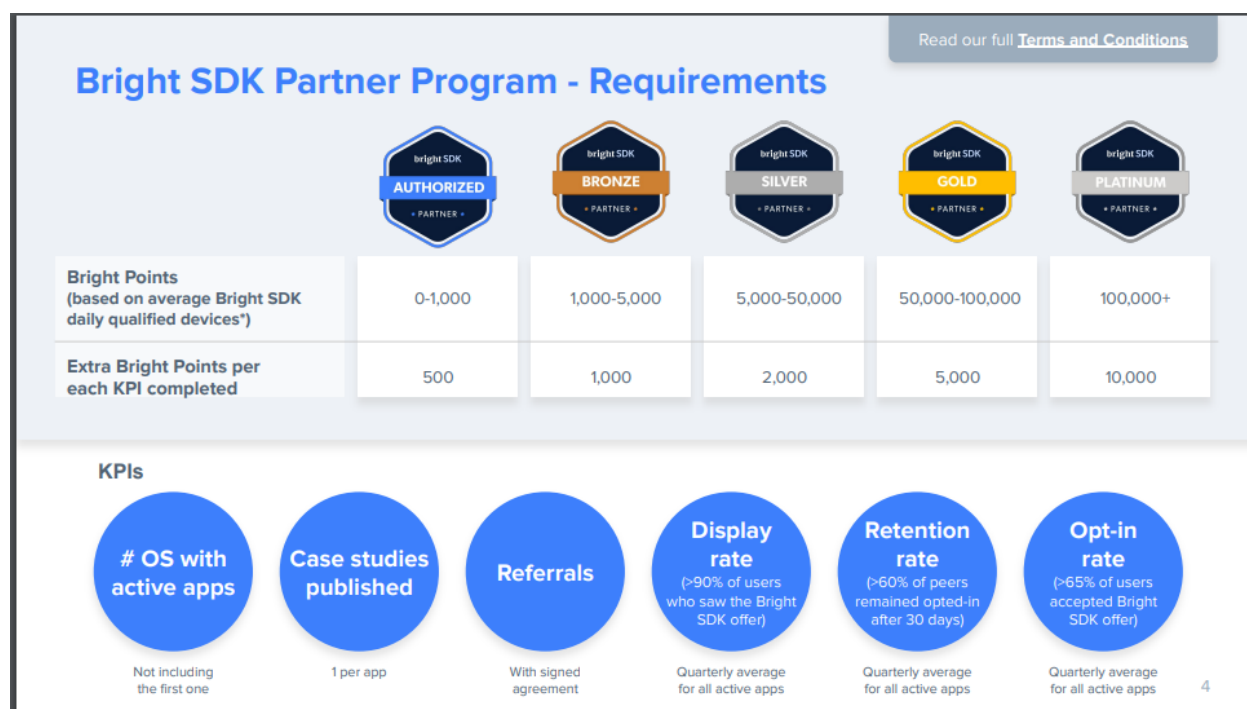
Bright Points:

- Bright Points will be calculated on a quarterly basis, and are based on the following:
    - Average Bright SDK daily qualified devices for the fiscal quarter
    - Additional Bright Points based on the KPIs below. The number of Bright Points earned upon the completion of each KPI are as set forth in the table above.
        - #OS with active apps: Launching Partner applications integrating Bright SDK on an additional approved operating system.
        - Case studies published: Bright Data will provide a case study template, to be completed by the Partner and published on the Bright Data website (or other marketing purposes at Bright Data's discretion). One case study can be provided per application.
        - Referrals: a new partner referred to Bright Data in writing (email/slack/skype) by the Partner. Bright points will be added once the referred partner signs an SDK Agreement.
        - Display rate: >90% of users who viewed the Bright SDK offer. The rate will be the average for the analyzed period (currently fiscal quarter)

- Retention rate: >60% of peers remained opted-in for 30 consecutive days during a fiscal quarter.
- Opt in rate: >65% of users accepted Bright SDK offer. The rate will be the average for the analyzed period (currently fiscal quarter)

Benefits

The table below provides the benefits for Partners based on tiers:

Bright SDK Partner Program - Benefits

	AUTHORIZED PARTNER	BRONZE PARTNER	SILVER PARTNER	GOLD PARTNER	PLATINUM PARTNER
Payment terms	Net 30	Net 30	Net 30	Net 7	Net 7
Advisory board	❌	❌	❌	❌	✅
Dedicated account manager	❌	❌	✅	✅	✅
R&D Funds	❌	❌	✅ 50% funded up to $1,000	✅ 50% funded up to $2,000	✅ 100% funded up to $5,000
Marketing Funds	❌	✅ 50% funded up to $1,000	✅ 50% funded up to $2,000	✅ 50% funded up to $5,000	✅ 100% funded up to $5,000
badge/trophy	❌	✅	✅	✅	✅

Further Details:
- Dedicated account manager: all active Partners are welcome to contact the Bright SDK team for support, using sdk@brightdata.com. Silver, Gold and Platinum Partners will be eligible for personal support by a dedicated account manager appointed to them.
- Marketing funds: are considered an investment towards acquiring new users. The allocated funds are per fiscal year, and will be paid upon submission of a marketing plan by the Partner and approval by Bright Data, in its sole discretion.
- R&D funds: are considered an investment towards developing new apps, entering a new OS, etc. Approved uses of R&D funds may include purchasing new devices (i.e Amazon tablet, iphone, emulator license) and developer costs. The allocated funds are per fiscal year, and will be paid upon submission of an R&D plan by the Partner and approval by Bright Data, in its sole discretion.
- Advisory Board: Platinum Partners will be invited to take part in advisory board discussions with Bright Data management from time to time. Participation is completely voluntary.

- Tier Badge: will be issued by Bright Data to eligible Partners. The Badge may be digital or physical, as determined by Bright Data.

Terms and Conditions

- Partners will be eligible for earning a tier, based on the required Bright points, and upon final approval of Bright Data management. Any change in a Partner's Tier level will be evaluated once a quarter.
- Bright Points are calculated for active applications only, based on Bright Data's records.
- Eligible Partners are Partners that operate apps that are distributed in official app stores (i.e Apple, Amazon, LG, Samsung, Roku, Google play) or certified by AppEsteem (for Windows).
- Bright Data reserves the right to modify or terminate the terms of this guide with 30 days written notice.