

FOR AGENCIES AND FREELANCERS

Make traffic quality part of your service and earn recurring commission on clients you manage

As a ClickPatrol partner, you make the quality of your clients' paid traffic visible, demonstrably better and commercially valuable, for your client and for your agency. Clients pay ClickPatrol directly through their own account; you are linked and receive 15–25% commission on the linked revenue.

Protect client budgets. Prove your value. Build recurring revenue.

01 · THE PROBLEM

Your clients pay for clicks that never become customers

Part of every ad budget goes to bots, competitor clicks and other invalid traffic. Those clicks don't just waste budget, they also pollute conversion data, audiences and leads, so smart bidding optimizes on noise. ClickPatrol detects, classifies and blocks this traffic. Setup takes minutes via Google Ads and Tag Manager, with no change to the media strategy.

1 in 5

CLICKS NEVER CONVERTS

99.97%

BOT DETECTION · 800+ DATA POINTS PER CLICK

02 · THE SOLUTION

Four protection layers, one platform



Ad protection

Fraudulent and unwanted clicks are blocked before they waste budget.

Less wasted budget



Audience protection

Bots and invalid visitors stay out of remarketing and retargeting audiences.

Cleaner audiences



Data protection

Cleaner conversion and campaign signals give smart bidding and Performance Max better input.

Better optimization



Form & lead protection

Junk leads and fake submissions are stopped before they reach the CRM and the sales process.

More efficient sales

03 · WHAT YOUR AGENCY GAINS

Margin without hours. Recurring commission of 15–25%, with no invoicing or support burden.

A story you can prove. Traffic quality as a new advisory dimension in your reporting.

Stronger retention. An agency that makes wasted spend visible is harder to replace.

Three partner levels, increasing commission

See the levels and benefits on page 2 →

Silver
15%

Gold
20%

Platinum
25%

04 · PARTNER LEVELS

Three levels based on partner MRR

The more linked client revenue, the higher your level and the higher your recurring commission and benefits.

Silver

€500+ partner MRR

15%

RECURRING COMMISSION

THE FOUNDATION

- < Official partner listing
- < Partner sales deck
- < Partner badge
- < Partner portal
- < Introduction session with your Partner Manager
- < Knowledge sessions
- < Possibility of joint case studies

Gold

€1,500+ partner MRR

20%

RECURRING COMMISSION

EVERYTHING IN SILVER, PLUS

- < Co-branded marketing material
- < Quarterly review with your Partner Manager
- < Joint webinars or events

Platinum

€5,000+ partner MRR

25%

RECURRING COMMISSION

EVERYTHING IN GOLD, PLUS

- < Early access to new features
- < Top position on the ClickPatrol partner page

05 · WHAT WE EXPECT FROM YOU

A partnership, not a vendor relationship

- ✓ You manage clients who use ClickPatrol.
- ✓ You actively introduce ClickPatrol to suitable clients and link them via your partner ID.
- ✓ You master the ClickPatrol platform and tracking settings and stay up to date with the latest updates and capabilities.
- ✓ You sign the ClickPatrol Partner Agreement.
- ✓ You are willing to contribute to at least one joint case study as soon as the data allows.
- ✓ You agree to being listed on our partner page.
- ✓ You use the ClickPatrol partner badge in one or more of your marketing materials.

06 · HOW TO START

1

Sign up

Apply via the partner page; together we qualify the fit with your portfolio.

2

Agreement

You sign the ClickPatrol Partner Agreement; commission and level terms are confirmed in writing.

3

Introduction session

Your Partner Manager onboards your team: product, pitch, demo and a shortlist of 3–5 clients.

4

First client

Start a free measurement with your best-fit client: a 7-day trial in monitoring only, followed by a joint data review.

You help them protect their ad budget from click fraud, they get better campaign results, and you earn recurring commissions.

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