

What is the Loyalty Program?



Are you ready to take your affiliate journey to new heights?

Look no further! We present our new Loyalty Program, where your effort means better opportunities!

Our program empowers affiliates like you, providing a tiered benefit system that rewards your dedication and fuels your growth.

What benefits are you talking about?

The system is simple: You will belong to one of our four tiers depending on the sales you generated last quarter.

Each tier increases commissions or bonuses and improves the support and benefits we offer you as an Affiliate Program.

Check them out

| | Tiers | | | |
|----------------------------------|---|------------------------|--|-----------------------|
| | Basic | Silver | Gold | Platinum |
| Which Tier Am I? | 0-4 sales per quarter | 5-19 sales per quarter | 20-49 sales per quarter | 50+ sales per quarter |
| Partner Commission | \$200 | \$250 | \$300 | \$350 |
| Incentives | Extra \$200 for each QoQ incremental sales Bonus for your first product-related content piece Special incentives for new affiliates | | | |
| Quarterly Content Bonus | \$200 | \$500 | \$1000 | \$1500 |
| Educational Materials | Basic + onboarding | Advanced | Advanced | Advanced |
| Semrush Access | 2 weeks | 3 months | 6 months | 12 months |
| Special Offer | 7-day trial | 14-day trial | 14-day trial + co-branded landing page | |
| Personalized Creatives | No | | Yes | |
| Access to Content Creation Tools | Yes | | | |
| Featured on Semrush | No | | | Yes |
| Account Manager Assigned | After 1st sale | Yes | | |
| Reports | Impact Report | | Personalized Report | |

Contact us with any questions or read our Frequently Asked Questions to learn more about the program.

Let's grow together!

FAQ

How do I know what partner level I am at now?

You enter a specific partner level based on the number of First Purchases you generate during a calendar quarter. You can find the Loyalty Program's document with all the details about partner levels in the Resources section in your Impact account: Content → Resources → Semrush Loyalty Program.

Every quarter, we will send you an email informing you about your current level.

If you have any questions, you're always welcome to contact our team via affiliates@semrush.com.



When do you recalculate partner levels?



Partner Levels are recalculated every 90 days based on the number of First Purchases you generated for a previous Calculation Period.

Calculation Period is a calendar quarter. This means the period when we evaluate partners' results to assign them their partner level further. For example, Quarter 1 is a period from January 1 till March 31, etc.

Example: The number of sales you generated for the 1 October—31 December Calculation Period will determine your Partner Level for 15 January—15 April.

Commission structure will be automatically updated on Impact via your Contract terms according to your new Partner Level.

I've just joined the program. What partner level am I at?

You automatically start with the Basic partner level if you're a new affiliate and have just joined the Semrush affiliate program. We have benefits for ALL partner levels, so at a Basic level, we also have very nice perks for you!

How do I get my benefits?

To request benefits available for your partner level, please contact your Account Manager directly or send your request to our support team via affiliates@semrush.com. We'll work on your requests as soon as possible.

Please remember that specific benefits are valid during the assigned Partner Level period (for example, from January 15th to April 15).

Loyalty Program Terms

General

Semrush Partner Levels are designed to motivate our partners to grow their results and to support their achievements with a benefit program system. The higher your level—the more benefits you get!

The Affiliate Program Commission structure details are set forth below and depend on the Semrush Partner Level (defined below). This Commission structure may change at any time, in our sole discretion.

Capitalized terms not described herein shall have the meanings assigned to them in the Semrush Affiliate Program Terms. This Loyalty Program is governed by this Loyalty Program Terms and Semrush Affiliate Program Terms.



Period & Calculations

Partner Levels are recalculated every 90 days based on the number of sales* you generated for a previous Calculation Period.

Calculation Period is a calendar quarter. This means the period when we evaluate partners' results to assign them their partner level further.

Example: 1 Jan—31 Mar.

A Partner Level is assigned on the 15th of the subsequent month after the end of each Calculation Period, and you will benefit from your level for the next 90 days.

This means the number of sales you generated for the quarterly period of 1 October—31 December will determine your partner level for 15 January—15 April.

Example: The number of sales you generated for the Calculation Period of 1 October—31 December will determine your Partner Level for the period of 15 January—15 April.

Commission structure will be automatically updated on Impact via your Contract terms according to your new Partner Level.

*sales means First Purchases of the Semrush Core Subscriptions Plans only (Pro/Guru/Business). Other Semrush products' First Purchases will not be counted for affiliates partner levels.

Example

An affiliate generated 7 First Purchases during a Calculation Period that started on October 1 and ended on December 31. An affiliate is in the Silver level now.

An affiliate receives the Contract update with the higher commission model of \$250/sale via Impact on January 15th, and it will be valid for the next 90 days.

After January 15th, an affiliate with a Silver partner level can reach out to us asking for the Silver level perks, like up to \$500 sponsorship per Quarter, up to two months GURU, etc.

A new Partner Level should be assigned to an affiliate on January 16 and be valid for the following 90 days till April 15.



Benefits

Benefits are valid during the assigned Partner Level period (for example, 15 January—15 April).

Let's say you're a Silver partner.

During this Partner Level period, you may get the following benefits:

- \$250/sale
- Up to* \$500 sponsorship per Quarter, meaning any promo campaign sponsored for you by Semrush should be completed during your then-current Partner Level period
- Up to two Months GURU, meaning you're eligible to request a free Semrush subscription during your then-current Partner Level period only

- 14-day Trial, meaning you're eligible to request a 14-day Semrush trial for promotion during your then-current Partner Level. If later your Partner Level is downgraded, the 14-day trial may be deactivated and you'll need to replace your affiliate links with a standard 7-day trial.

*an amount of a sponsorship bonus for Partner Levels is subject to discussion with your Account Manager based on the content type and its related qualification.