TINUITI

PARTNERSHIP STRATEGY EXECUTIVE OVERVIEW

February 9, 2026

TINUITI PARTNERSHIP EVOLUTION

DEEPENING RELATIONSHIPS

Proactively managing communications with Tinuiti account reps to ensure alignment, visibility, and consistency across active and upcoming opportunities.

DRIVING IMPROVED OPERATIONS

Revamped operations to drive greater internal forecasting transparency, more efficient billing and improved partner management without disrupting existing workflows.

EXPANDING PRODUCT OFFERING

Diversifying the product portfolio offering to incremental investment opportunities and scalable, long-term growth.

PROVIDING ONGOING SALES SUPPORT

Equipping account reps with tangible product support and data for reps to use in their pitches across the Tinuiti portfolio.

IDENTIFYING GROWTH OPPORTUNITIES

Partnering closely with account reps to uncover new-to-EDGE product partners and to re-engage dormant partners to drive incremental revenue.

GENERATING MOMENTUM

Proactive partnership approach has already generated Udemy Order extension, The RealReal pitch support, Square CTV pitch and Udemy planning meeting.

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DELIVERING IMMEDIATE MOMENTUM

ORDER EXTENSIONS

Udemy spend was scheduled to end 1/31. Partner outreach resulted in securing monthly revenue retention.

ACCOUNT REP MEETINGS

Proactive reach out to Square and Udemy resulted in account rep calls scheduled for 2/12 and 2/19.

NEW CLIENT OPPORTUNITIES

Account rep correspondence resulted in pitch support for *The Real Real* 2/5, *Instacart* reengagement opportunity and *Mistplay* new client opportunity.

NEW RELATIONSHIP APPROACH



IMPROVED CLIENT ENGAGEMENT



ORDER EXTENSIONS & NEW OPPS

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THANK YOU!

Questions?