

MeridianLink Marketplace

Partnering to
help grow your
business





Welcome to the MeridianLink Marketplace Program

Introduction

LENDING MADE HUMAN

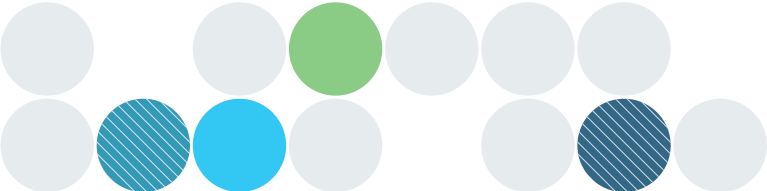
At MeridianLink® we believe that every financial journey begins with a moment—opening a first account, buying a home, accessing equity, consolidating debt, or applying for a credit card. MeridianLink powers those moments with a digital lending platform that brings together account opening, mortgage, HELOC, personal lending, and credit cards into one seamless experience.

Our partnerships are a critical part of our success, as demonstrated by our commitment to growing the ecosystem, with hundreds of market-leading partners. We continue to invest in technology and relationships with our partners to accelerate growth through platform connectivity. Together with our partners, MeridianLink’s trusted modern software platform powers better business decisions to create better outcomes and build new opportunities for financial institutions and consumers, with innovative solutions that span the entire digital lending journey—from deposit account opening, consumer and mortgage loan origination, credit reporting, data access and verification, business consulting, analytics, collections, and scoring.

Enclosed in this brochure you’ll find information on how to become a MeridianLink® Marketplace Partner, the different tier levels available, as well as the benefits of partnering with us.

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What is MeridianLink Marketplace?

MeridianLink Marketplace provides the opportunity for our partners to collaborate with MeridianLink to deliver innovative products and services to our customers that enhance the customer and consumer experience. This connects our partners and customers to get the most out of their relationship and integrations with MeridianLink, expand into untapped markets, and boost profitability.

The Marketplace Partner Program includes four tiers:

1. Standard

2. Elite

3. Premier

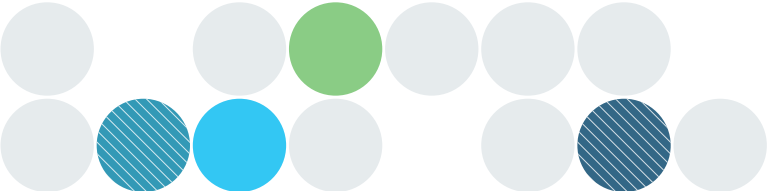
4. Platinum (by invitation only)

Each tier has assigned requirements and benefits, as outlined in this brochure. MeridianLink will evaluate eligibility to upgrade partnership tiers on an annual basis.

Reach out to a MeridianLink Marketplace Business Development Manager to get started.

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Tier requirements

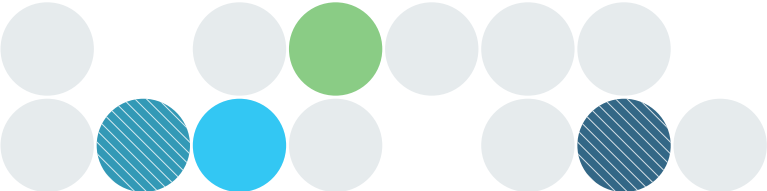
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Requirements	Standard	Elite	Premier
Signed contract	X	X	X
Live integration	X	X	X
Integrated demo video or user guide	X	X	X
Marketplace profile	X	X	X
LIVE! event sponsorship*		X	X
Technical integration guide		X	X
Partner sales training guide		X	X
Mutual customer case study		X	X
Industry white paper/eBook*			X
Partner sales training guide		X	X
Partner hosted webinar		X	X
Business impact ≥ \$100K or ≥ 100 mutual customers		X	
Business impact ≥ \$250K or ≥ 250 mutual customers			X

*Biennial requirement

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STANDARD REQUIREMENTS

- SIGNED CONTRACT & LIVE INTEGRATION:** Each year we will confirm that your company has a valid, current contract with MeridianLink, with at least one approved integration.
- INTEGRATED DEMO VIDEO OR USER GUIDE:** You'll provide an integrated demo video or user guide with detailed step-by-step instructions on how a MeridianLink customer would use your solution within the MeridianLink products. This will be used by our sales and customer support teams to provide information on how to best address integration questions with our shared clients and should be refreshed annually.
- MARKETPLACE PROFILE:** The Marketplace is where our customers and partners search for new and innovative solutions. Your company will need to have an active Marketplace profile. Your profile will include a unique description of your company, provided by you, and can be refreshed as needed and requested by your company.

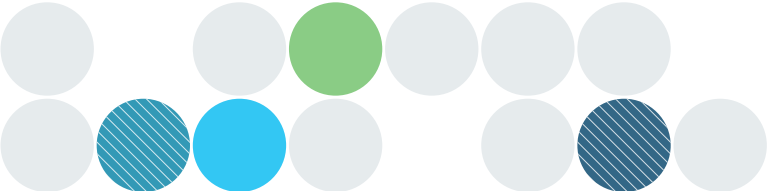
ELITE REQUIREMENTS

Standard requirements plus:

- LIVE! EVENT SPONSORSHIP:** Our annual MeridianLink LIVE! event provides partners with an opportunity to interact with financial institutions, credit unions, and banks who are using MeridianLink products. To fulfill this requirement, partners must exhibit or become a sponsor of the event at least once every two years.
- TECHNICAL INTEGRATION GUIDE:** Your technical integration user guide should provide detailed instructions on how your integrations work. This document will be leveraged by our internal teams to support clients using the integration and should be refreshed annually.
- PARTNER SALES TRAINING GUIDE:** Your company will provide an annual sales enablement training guide for your integrations. MeridianLink will provide a template and will review the content to be used in the training guide.
- MUTUAL CUSTOMER CASE STUDY:** Annually, your company will submit a joint case study for consideration. The joint case study can be used by both organizations to promote our partnership, integration, and results from leveraging the solutions.
- BUSINESS IMPACT:** Annually, we'll examine the business impact of our integrated solutions. The qualifying criteria for this tier include earned revenue ≥ \$100k (as measured over the last twelve months) or ≥ 100 mutual customers.

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PREMIER REQUIREMENTS

Elite requirements plus:

PARTNER HOSTED WEBINAR: Your company will host an annual webinar that MeridianLink could participate in, focused on our integrated solutions. This could include a webinar or podcast. Proposals for the event should be submitted to the Partner Marketing Manager for collaboration and planning.

INDUSTRY WHITE PAPER/EBOOK: Every two years, your company will refresh an industry whitepaper or eBook that consists of relevant industry topics, information for improving ROI, and material data for your solution and the MeridianLink product integration.

BUSINESS IMPACT: Annually, we'll examine the business impact of our integrated solutions. The qualifying criteria for this tier include earned revenue ≥ \$250k (as measured over the last twelve months) or ≥ 250 mutual customers.

PLATINUM REQUIREMENTS

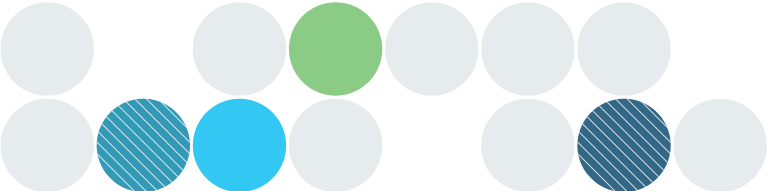
By invitation only

MeridianLink assesses the Platinum Level Partner Tier invitations based on synergies between our organizations to improve upon and revolutionize the digital lending journey. We look at several industry and economic factors including, but not limited to, industry trends, consumer expectations, annual priorities, and customer feedback.

Please reach out to a MeridianLink Marketplace Business Development Manager with any questions.

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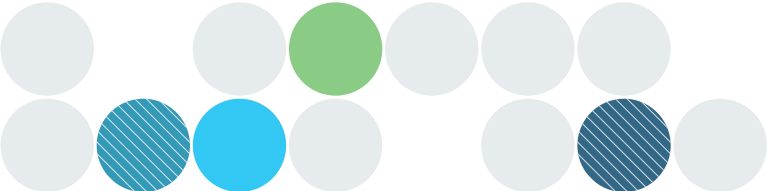


Partner benefits

Requirements	Standard	Elite	Premier
Partner designation logo	X	X	X
Co-branded marketing templates & style guide	X	X	X
Template press release	X		
Partner blog post	X	X	X
Marketplace profile	X	X	X
Joint press release		X	
Partner spotlight recording in Marketplace		X	X
Expanded profile in Marketplace			X
Partner content in sales library	X	X	X
Customized press release			X
Participation in partner event			X
Early access to LIVE! event			X
Partner showcase/spotlight			X
Beta partner, early access			X

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STANDARD BENEFITS

- PARTNER DESIGNATION LOGO:** Promote your integration with MeridianLink using our partner logo.
- CO-BRANDED MARKETING TEMPLATES & STYLE GUIDE:** A variety of marketing templates will be made available to your company, along with the style guide to assist you in your marketing efforts.
- PARTNER BLOG POST:** Your company will have the opportunity to submit a blog post, or you can use the MeridianLink press release template to draft a press release. Each submission must be reviewed and approved by MeridianLink before being published.
- TEMPLATE PRESS RELEASE:** You can use the MeridianLink press release template to draft a press release. Each submission must be reviewed and approved by MeridianLink before being published.
- MARKETPLACE PROFILE:** You'll be able to utilize the MeridianLink Marketplace to showcase your solution and our partnership integration so that financial institutions, credit unions, banks, lenders, and fintech's of all sizes can easily find your company.

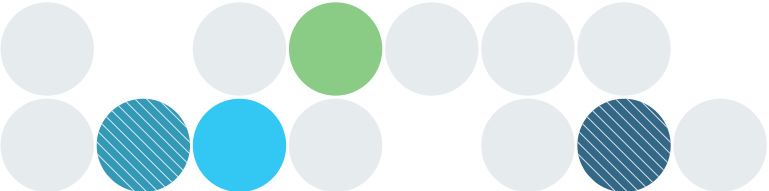
ELITE BENEFITS

Standard benefits plus:

- JOINT PRESS RELEASE:** Using the MeridianLink press release template, our organizations will work together to create a single press release announcing our partnership and solution integration.
- PARTNER SPOTLIGHT RECORDING IN MARKETPLACE:** Using the MeridianLink supplied template, we'll record a video where we'll ask you 5 questions for 5 answers in 5 minutes. The videos will be posted on the MeridianLink Marketplace.
- PARTNER CONTENT IN MERIDIANLINK SALES LIBRARY:** You'll have access to our MeridianLink Marketplace Sales Library where your company can store product marketing documents, videos, and technical guides.

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PREMIER BENEFITS

Elite benefits plus:

CUSTOMIZED PRESS RELEASE: You'll have the opportunity to draft and submit a press release of our partnership. In support of this, MeridianLink will supply a quote and press release approval.

PARTICIPATION IN PARTNER EVENT: MeridianLink will supply a representative to participate in your partner-hosted event.

EARLY ACCESS TO LIVE!: You'll get early access to the MeridianLink LIVE! Vendor Showcase, which means previewing the sponsorships available before the full market launch.

PARTNER SHOWCASE/SPOTLIGHT: Your company will be highlighted with our sales team as a partner spotlight or potential showcase.

BETA PARTNER, EARLY ACCESS: When MeridianLink plans a new product launch, we'll consult with your team about early access or participating in the rollout as a Beta Partner.

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Connect with a MeridianLink Marketplace Business Development Manager to join our community of trusted partnerships.

