



Pipedrive partner media kit



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Press releases

At Pipedrive, we encourage our partners to share press releases about our joint initiatives and are here to support you with the appropriate messaging and information. To ensure that all externally-used materials, including Pipedrive's name, are aligned with our guidelines and principles, we ask you to seek our PR team's approval for all materials you plan to use for public communications.

Before you share a press release, including Pipedrive's name, we ask you to follow the below guidelines and send a draft to press@pipedrive.com along with a proposed timeline. We'll do our best to turn around approvals within 2-3 business days.

Writing guidelines

Pipedrive must not be referenced as the announcer of the news of an app, partnership or integration.

Correct: [Your Company] launches Pipedrive integration to enhance customer communication

Incorrect: [Your Company] and Pipedrive launch new integration to enhance customer communication

Use expressions such as "in collaboration with", "in cooperation with" or "working with" rather than "partners" or "alliance" when referencing to Pipedrive and unless otherwise approved.

The press release and other external communications materials should not include Pipedrive's contact information and boilerplate.

On a case-by-case basis and with your approval, Pipedrive may publish the press release on its [Newsroom page](#).

Quotes by Pipedrive

If you believe a quote by one of Pipedrive's executives or team members might add value to your press release, please suggest a quote in your press release's draft. Note that we only approve quotes after reviewing the final draft.

All quotes in press materials are provided at Pipedrive's discretion and on a case-by-case basis.



Tone of voice

Refer to Pipedrive as the sales-first CRM and intelligent revenue platform that supports the growth of small businesses with easy-to-use and effective tools.

For a longer description of Pipedrive and our business, use the following:

Founded in 2010, Pipedrive is the global sales-first CRM and intelligent revenue management platform for small businesses. Today, Pipedrive is used by revenue teams at more than 100,000 companies worldwide. Pipedrive is headquartered in New York and has offices across Europe and the US. The company is backed by a majority holder Vista Equity Partners, Bessemer Venture Partners, Insight Partners, Atomico, DTCP and Rembrandt Venture Partners. Learn more at www.pipedrive.com

If you link back to Pipedrive on your site or marketing materials, add the tracking information below so we can track traffic. Any references to Pipedrive and sales-first CRM should be hyperlinked to www.pipedrive.com.

When citing Pipedrive's research (e.g., State of Sales & Marketing), please reference Pipedrive. Do not capitalize the "D" in Pipedrive.

When writing about Pipedrive, follow our guiding principles:

Be clear

Just like our products, our copy should be straightforward and accessible.

“The first CRM designed by salespeople, for salespeople. Do more to grow your business.”

“See how companies like yours have smashed their sales success goals.”

Be inclusive

Anybody can be a Pipedrive user. Everybody is welcome.

“Pipedrive is created for salespeople.”

“We believe it takes great people to make a great product.”

Be intelligent

Although we’re friendly and approachable, we’re still discerning.

“Automated reminders and follow-ups increase your productivity, eliminating repetitive, time-consuming tasks. Real-time reports show your sales reps and sales managers which business processes to prioritize.”

Be positive

We encourage positive thinking through positive language.

“Pipedrive is recognized as a top-rated CRM tool and has earned over six industry-leading awards this year alone.”

Be consistent

We follow the same rules across platforms and products.

“Measurable results from the #1-rated sales CRM.”



Use of logo

Always use the most recent version of Pipedrive's logo, which you can download [here](#). Do not alter, rotate, modify or animate the logo. If you aren't sure how to use it, please email brand@pipedrive.com.



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Social media posts

When you post about Pipedrive on social media, please use the following hashtags and tag our handles when you mention us, so we can re-share:

#Pipedrive

#PipedriveCRM

#PipedrivePartner

Make sure you follow us for the latest updates.



Co-marketing with Pipedrive

At Pipedrive, we believe in partnerships. Our partners help us bridge Pipedrive CRM and sales teams in small businesses that could benefit from it. As such, we encourage companies to build integrations with our software.

We work closely with our partners to identify and deliver initiatives that capitalize on our product development and marketing collaboration.

We offer several co-marketing opportunities to our **technology partners**:

Pipedrive Marketplace listing

Your app will be listed on our Marketplace, where customers can easily find it through the correct labeling and search function. We will highlight new apps, the highest-rated apps and apps with interactive features on our website.

Blog articles

Our content team publishes a monthly overview featuring newly added apps on our Marketplace. These overviews include an introduction to the app and logo.

See an example [here](#).

Social media posts

On a case-by-case basis, Pipedrive may share the news about new integrations on its social media channels.



We offer solution providers co-marketing benefits, including:

Consultation

with the channel team regarding other co-marketing opportunities

Access to the [partner portal](#)

where we host go-to-market assets such as logos, graphics, brand guidance, sales and enablement training materials and much more

Social media posts

On a case-by-case basis, Pipedrive may share the news about new partnerships, solution provider events and other important partner-related information on its social media channels.

We support our **affiliate partners and influencers** with exclusive offers on a case-by-case basis.

As an affiliate/influencer, you will also gain access to Pipedrive's [affiliate dashboard](#), where you can analyze your campaign's performance and find advertising materials like logos and banners.

If you own a YouTube channel/podcast, reach out to our team, and we might participate in a video/episode you produce.

Other co-marketing opportunities

Pipedrive may participate in additional co-marketing opportunities that are subject to approval from our marketing team.

Joint webinars, podcasts and events

Pipedrive's experts can hold engaging talks and discussions about various topics, including sales, marketing and technologies that support small businesses. If you're interested in inviting a Pipedrive expert to speak at your event, webinar or podcast, email us at press@pipedrive.com.

Sponsorships

Pipedrive hosts and attends numerous trade shows and industry events in various global markets. Occasionally, we are open to co-hosting or co-sponsoring an event with partners. To discuss a possible collaboration, please get in touch with our channel partner marketing team.

Case studies

We take pride in our customers and partners and are always keen to share their success stories. If you have a Pipedrive success story you'd like to share, please send its overview to our content team. If you are a solution provider, please get in touch with the channel marketing

