AppDirect

THRIVE24

Builtfirst: getting started with your no-code marketplace

About us

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CEO @ Builtfirst

Head of Global Corporate Partnerships
@ 500 Startups

Head of West Coast Partnerships
@ Impact.com

Michael Julve
COO/CPO @ Builtfirst

Investor @ Schematic Ventures

Investor @ 500 Startups

Marine Corps Intelligence

Our story

Agenda

1. Why Partner Marketplaces Matter

2. Builtfirst Story

3. Platform Overview

4. Marketplace Maturity Model

5. Getting Started - Demo

6. Use Cases

Our story

Agenda

1. **Why Partner Marketplaces Matter**

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33% of all tech spend already flows through marketplaces.

TODAY

$4.5T

→

2X BY END OF DECADE

$9T

Total IT Spend

$1.5T

→

$3T

Though Marketplaces

Source: Gartner

Forecasted that 20 marketplaces make up 80% of the revenue

Why Marketplaces Matter

Every major ISV has a marketplace strategy…Why?

1. Revenue generation

    a. Shopify $xxxM rev/yr (15-20% take rate)

    b. ADP $100m in GMV/yr

2. Retention

    a. Customers who use platform integrations 30% less likely to churn

    b. Hubspot has 1500 products doing $1.2B in ARR ($0 take rate)

HubSpot App Marketplace

Connect your favorite tools to HubSpot

All categories ▾ | Search app name or business need... | 🔍

Categories ▾

All categories

Marketing ▾

Sales ▾

Customer Service ▾

Productivity ▾

Finance ▾

Commerce ▾

Pricing ▾

◉ All

○ Free

○ Monthly fee

○ Yearly fee

○ One-time fee

○ Pay-as-you-go

○ Contact us

❯ **Compatible HubSpot plans**

Best Apps for Getting Started

Looking to integrate your tech stack, but don't know where to start? Try these recommended apps.

Browse Apps

Amplitude App for HubSpot

Elevate your personalization strategies by enriching your CRM data with behavioral insights.

Explore the app ⧉

All HubSpot Apps

1-45 of 1,680 results

Sort by: **Relevance** ▾

Google Meet
By HubSpot

meeting links, recordings & transcripts for Google Meet in HubSpot

10,000+ installs

Google Sheets
By HubSpot

Create or update rows in Google Sheets using HubSpot workflows

10,000+ installs

Google Contacts
By HubSpot

Data Sync - Sync Google Contacts with HubSpot contacts

10,000+ installs

Special Offers

Asana

Organize Your Work in One Place With Asana

HubSpot for Startups | asana

HubSpot for Startups community members can enjoy 12 months free of Asana Advanced.

Learn More

OpenPhone

Build Better Customer Relationships with OpenPhone

HubSpot for Startups | OpenPhone

New and existing HubSpot for Startups members can now enjoy 40% off OpenPhone.

Learn More

Make

Automate & Scale Your Processes with Make.

HubSpot for Startups | make

New and existing HubSpot for Startups members can now enjoy 1 year free of Make.

Learn More

Find More Leads & Close Deals with Apollo

HubSpot for Startups | Apollo.io

Fundraise Better with Dropbox Tools

HubSpot for Startups | Dropbox

Automate Compliance & Unlock Growth with Vanta

HubSpot for Startups | Vanta

Service

Search

- [ ] Account based marketing
- [ ] Branding
- [ ] Community Management
- [ ] Content Creation
- [ ] Conversational Marketing
- [ ] CRM Implementation

Industry

Search

- [ ] Architecture
- [ ] Automotive & transport
- [ ] Banking/financial services
- [ ] Business services - general
- [ ] Construction & renovation
- [ ] Consulting/advisory

HubSpot accreditation

- [ ] Advanced CMS Implementation
- [ ] HubSpot Content Experience Accreditation
- [ ] HubSpot CRM Implementation
- [ ] HubSpot Custom Integration
- [ ] HubSpot Customer Training
- [ ] HubSpot Data Migration

Best Website Development Agencies or Service Providers

1-45 of 3,676 results

Sort by: Partner tier ▾

Service: Website Development ✕   Clear filters

ELITE

BLULEADZ

Bluleadz | HubSpot Onboarding & Implementation

Our HubSpot Onboarding and Implementation experts have helped thousands of HubSpot customers unlock...

★★★★★ 4.91/5 (912)

ELITE

SmartBug.

SmartBug 🚀 Largest, Most Decorated Elite Partner

We are the world's largest, highest-rated, and most decorated HubSpot Elite Partner. With over 300...

★★★★★ 4.98/5 (719)

ELITE

NEW BREED +

New Breed | CRM Implementation, RevOps, Demand Gen

New Breed is the only Elite three-time winner of HubSpot's North America Partner of the Year award...

★★★★★ 4.95/5 (502)

ELITE

MARKENTIVE

Markentive - Agence HubSpot - FR - EN

Markentive fournit des services de conseil, d'intégration et d'agence dans la région EMEA et North...

★★★★★ 4.95/5 (466)

ELITE

AVIDLY

Avidly 🇬🇧🇫🇮🇸🇪🇩🇰🇺🇸🇨🇦🇳🇴🇩🇪🇦🇺

Grow your business through marketing, sales, website or CRM with HubSpot's most experienced...

★★★★★ 4.98/5 (408)

ELITE

MakeWebBetter

MakeWebBetter

MakeWebBetter is a HubSpot technology partner proficient in building solutions to maximize the...

★★★★★ 4.93/5 (375)

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The Catalyst

500

Google Cloud: Google for Start...

Company Name
Google Cloud

Offer Type
Partner Offer

Product Category
Hosting

Offer Description
The Google for Startups Cloud Program is designed to give startups the financial, business & technical resources they need to get started ...

Redemption Instructions
...re to have your startup's Google Billing Account ID so we know ...re to deposit your credits. You can find your Billing Account ID by going t...

Apply Now

Vouch: Vouch: 5% Discount on...

Company Name
Vouch

Offer Type
Partner Offer

Product Category
Insurance

Offer Description
Qualified applicants may receive a 5% discount off of Vouch's annual premiums.

Redemption Instructions
Apply through Zendesk's Vouch application page and note Zendesk for Startups referred you in the fully digital application (~10 minutes!)

Apply Now

Asana : 6 Months of Asana Bus...

Company Name
Asana

Offer Type
Marketplace App Offer

Product Category
Productivity

Offer Description
You're building a company. Pretty easy, right? No, but signing up for Asana is. Sign up now to take advantage of 6 months of Asana Business for free! ...

Redemption Instructions
1. Copy this code: a4s-zendesk-6-free
2. Navigate to: https://asana.com/startups...

Apply Now

Beefree SDK: $10k in credits fo...

Company Name
Beefree SDK

Offer Type
Partner Offer

Product Category
Marketing

Offer Description
What's Beefree SDK?
Beefree SDK enables developers to seamlessly embed a top-tier drag-and-drop visual content builder for emails, ...

Redemption Instructions
Interested in applying? Follow this link

Apply Now

GitHub for Startups: The compl...

Company Name
GitHub for Startups

Offer Type
Partner Offer

Product Category
Product Development

Offer Description
20 Seats of GitHub Enterprise free for one year (50% off in year two)

Redemption Instructions
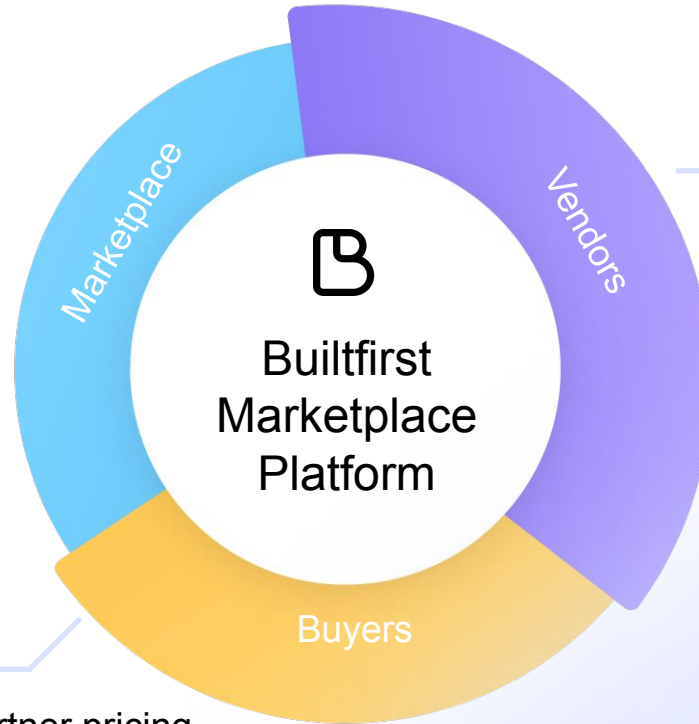Apply at our unique landing page

Apply Now

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Platform overview

Marketplace

Fully white-labeled
No-code, no eng time
Embeddable anywhere

Vendors

Discover new partners via our Seller Library

Vendors manage perk content, not you

Cross-pollinate portfolio companies with your network

Buyers

Access to partner pricing

Trusted network

Accelerate procurement

Builtfirst
Marketplace
Platform

Our mission

Build the largest ecosystem of marketplaces every B2B company can go-to-market through.

Partner Marketplace Types

Deal Marketplace

VCs, Tech, Business Communities, Financial Institutions

App or Integration Marketplace

Tech, Financial Institutions

Service Provider Marketplace

Tech, Business Communities, Financial Institutions

Reseller Marketplace

Tech

Partner Directory

Tech, Business Communities, Financial Institutions
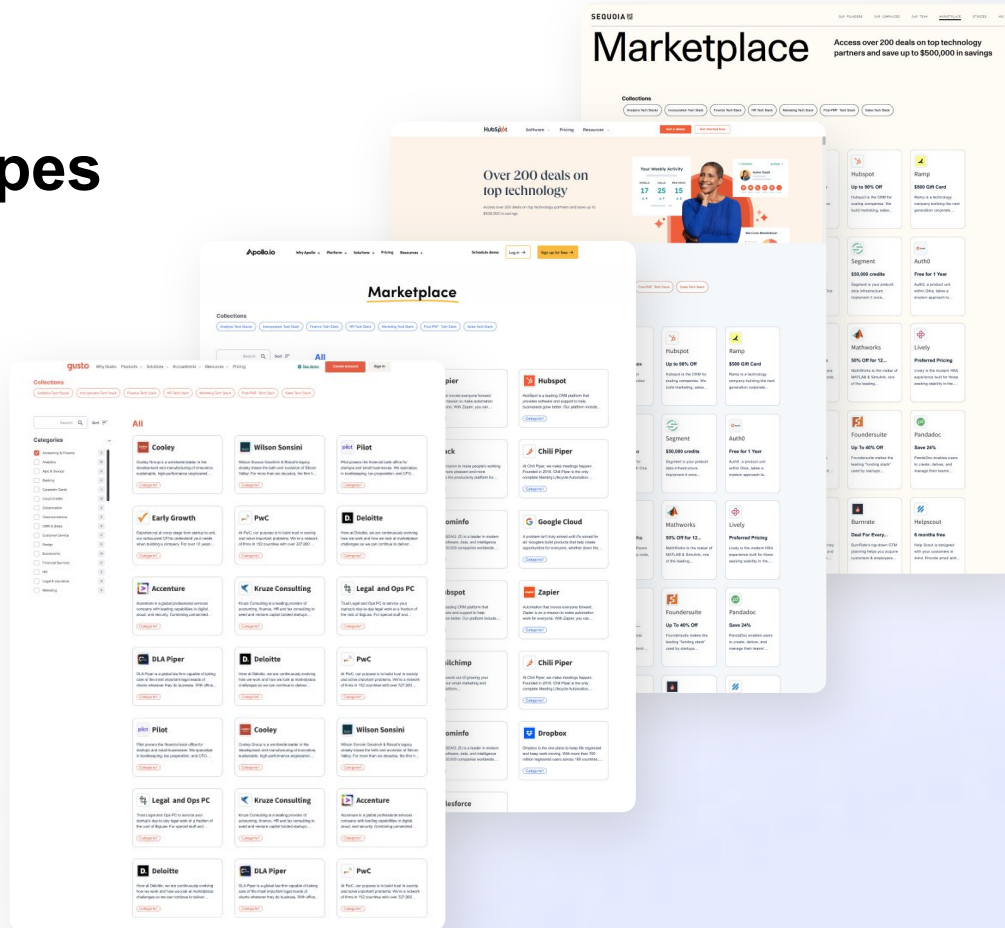
Marketplaces are slow, costly, and complex to build for all involved.

2x Engineers

3 - 6 months

→

1x UI Designer

2 - 3 months

→

3x Partner Team

2 - 3 months

→

Custom Build

12 months

1x Partner Lead

1 - 2 weeks

→

Builtfirst

→

Launch w/ Builtfirst

1-2 weeks

Business Model

Essentials

$1k/yr

Paid annually

Self serve visual white-labeled community portal

1,000 users

Unlimited vendor onboarding

Fully embeddable

Custom subdomain

Domain whitelisting

Monthly Deal Digest

Full Analytics Access

Pro

$12k/yr

Paid annually

Unlimited users

Advanced curation with Collections and Recommendations

Auto Sign-In Functionality

White-label your sign up flow, system emails

Zapier integration to Slack, mail providers and more

Webhook access

White-glove onboarding done for you
($2.5K Optional Add-On)

Enterprise

$30k+/yr

Paid annually

Multiple marketplace support

API access

Premium vendor distribution and partner relationship brokerage

Dedicated vendor relationship manager for marketplace distribution

SSO, RBAC, Security Compliance available

Custom configuration of offers, deals, and portal data.

White-glove onboarding and success plan included
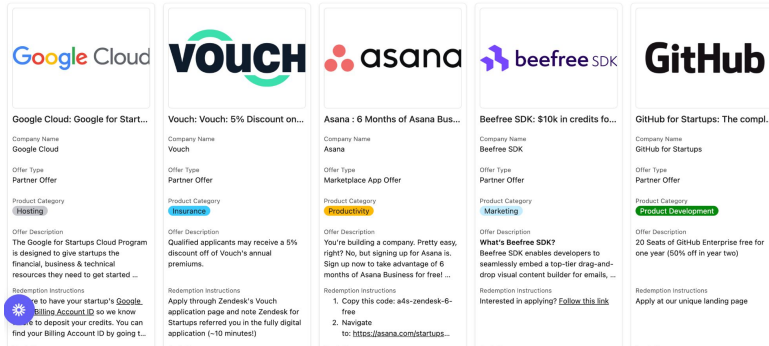
Custom member limits

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Model

Marketplace Maturity Model

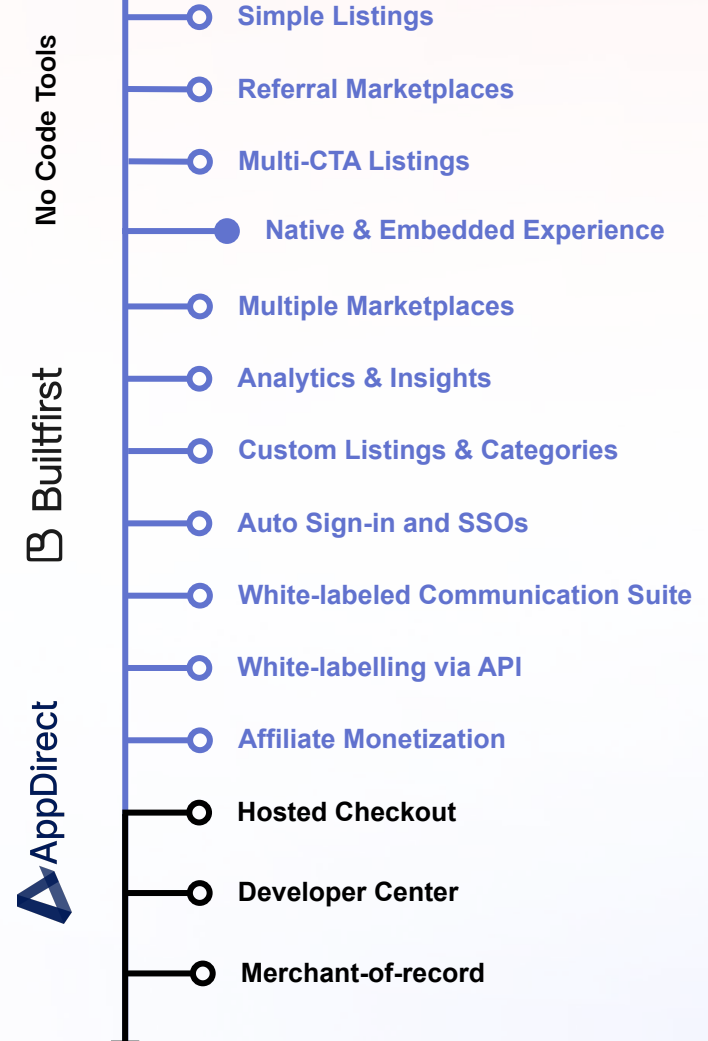- Simple Listings
- Referral Marketplaces
- Multi-CTA Listings
- Native & Embedded Experience
- Multiple Marketplaces

Builtfirst

- Analytics & Insights
- Custom Listings & Categories
- Auto Sign-in and SSOs
- White-labeled Communication Suite
- White-labelling via API
- Affiliate Monetization

AppDirect

- Hosted Checkout
- Developer Center
- Merchant-of-record

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Marketplace Maturity Model

○ Simple Listings

○ Referral Marketplaces

○ Multi-CTA Listings

● Native & Embedded Experience

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○ White-labelling via API

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○ Hosted Checkout

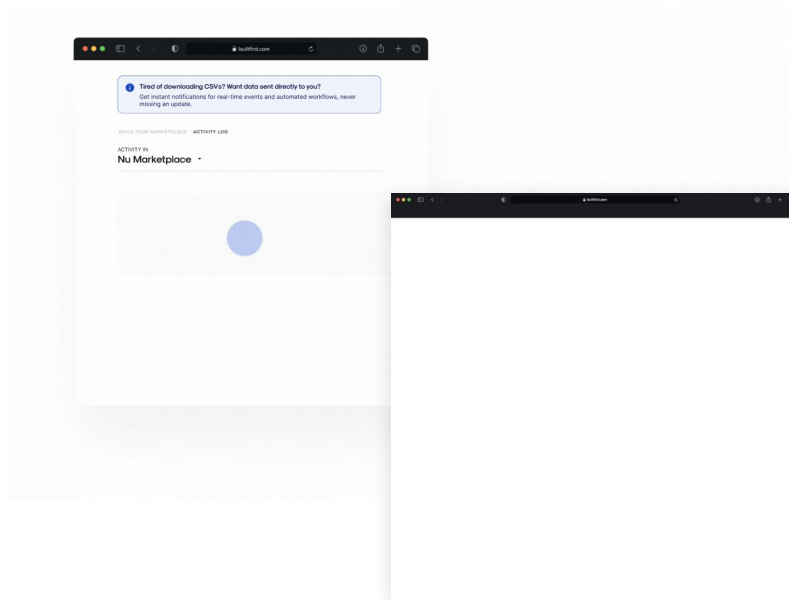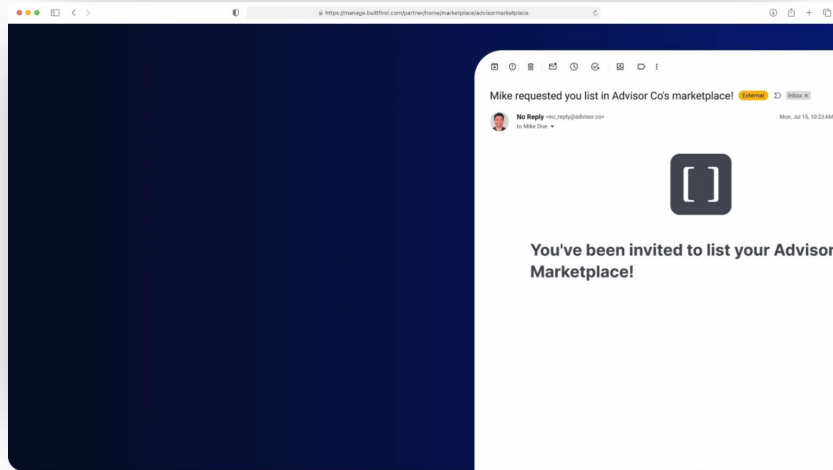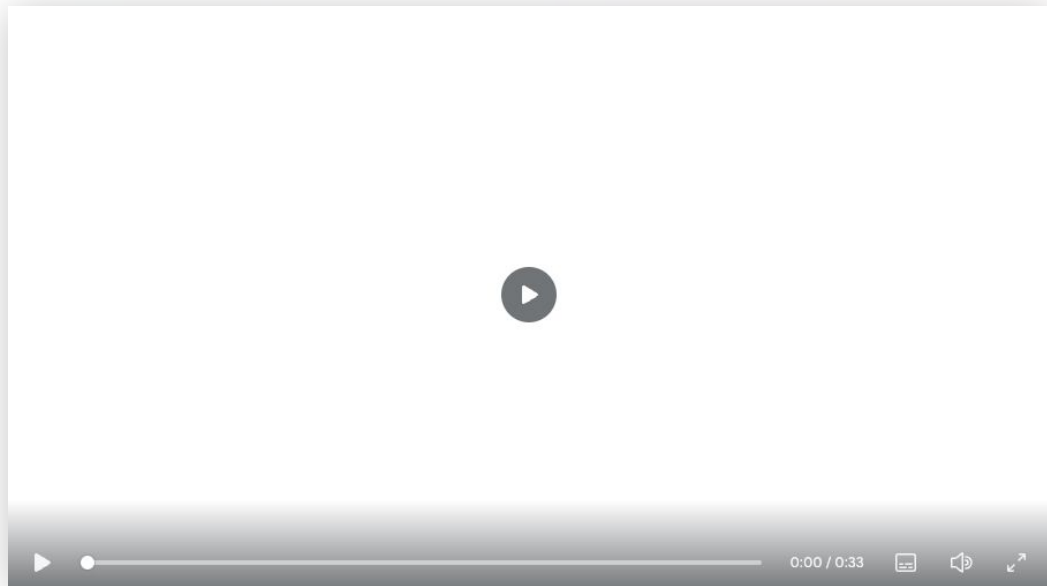○ Developer Center

○ Merchant-of-record

ℬ Builtfirst

◢ AppDirect

Model

Marketplace Maturity Model

No Code Tools

- Simple Listings
- Referral Marketplaces
- Multi-CTA Listings
- Native & Embedded Experience
- Multiple Marketplaces

Builtfirst

- Analytics & Insights
- Custom Listings & Categories
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AppDirect

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9:41

G Google

Google Workspace

Google Workspace (formerly known as G Suite) is a collection of cloud computing, productivity, collaboration tools, software, a...

Microsoft

Microsoft Office 365

Microsoft Office 365 offers access to Office applications plus other productivity services over the Internet. It includes the applications...

Model

Marketplace Maturity Model

○ Simple Listings

○ Referral Marketplaces

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Builtfirst In Action

0:00 / 0:33

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Financial Institution Case Study: Novo

Over 10,000 clicks on perks within the first 6 weeks.

Novo Bank experienced enhanced customer retention through the Novo Perks platform. Additionally, the benefits offered by the platform became valuable tools for their sales teams in acquiring new customers, in addition to their customer support teams who were able to offers perks as a way to appease unhappy customers.

"Not only do our customers love our perk platform, the experience of working with Builtfirst was exceptional. They went above and beyond to ensure our platform was set up and ready to go for our customers, they were great partners to the team at Novo"
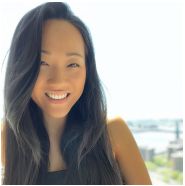
Micayla Ryan
Director, Novo Bank

Financial Institution Case Study: Novo

Traction in 6 weeks
10k leads sent to partners. $1m+ saved.

Increased usage and retention
Usage mapped to customer profiles to see increase in usage

Increased deposits
Overall deposits increased due to savings

New marketing and revenue channel
Lead exchange with partners. Transitioning to affiliate for highest demand partners.

Micayla Ryan
Director, Novo Bank

ISV Case Study: Remote

Multiple Marketplaces

Landing page marketplace for marketing + in-app marketplace with discounts for customers

Marketing and Sales Growth

AEs actively sharing partners and discounts as a closing mechanism. Marketing building leverage with partners

Fast Onboarding

Fully onboarded in 2 months.

Traction in under 6 months

100 of leads generated for partners. $1m+ in est. customer savings

Emily Brooks
Partner Lead, @ Remote.com

ISV Case Study: Remote

remote   Platform   Resources   Pricing   Global Insights   ☰ Marketplace   🌐 English ⌄   Remote jobs   Login   Book Demo

Partner perks to power your business growth and delight employees

Access curated discounts and rewards that you and your employees will love.

Sign up to redeem   Visit Recruiter Network

Case Study: Remote

Assets and resources

Scan this QR code to access assets related to this session

AppDirect