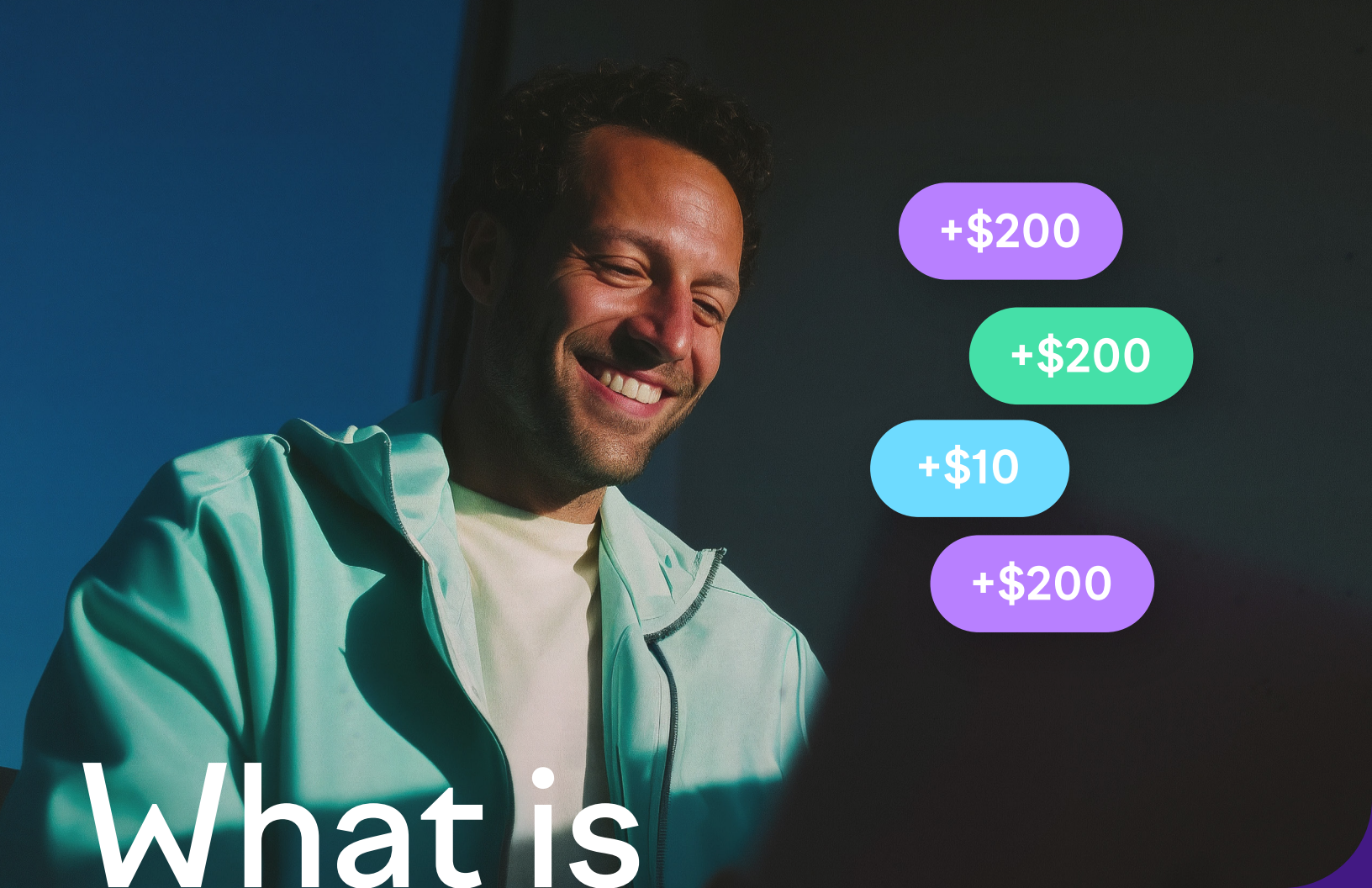




What is the Loyalty Program?

**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.

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

	Basic	Silver	Gold	Platinum
	0-4 sales per quarter	5-19 sales per quarter	20-49 sales per quarter	50+ sales per quarter
	Partner Commission*			
Semrush One	\$300	\$350	\$400	\$450
SEO Toolkit	\$200	\$250	\$300	\$350
AI Visibility Toolkit	\$100			
Local Toolkit, Social Toolkit, Social Content AI	\$50	\$60	\$70	\$80
Content Toolkit, Advertising Toolkit, AdCreative AI	\$100	\$110	\$130	\$150
Traffic & Market Toolkit	\$200	\$250	\$300	\$350
Quarterly content bonus**	\$200	\$500	\$1000	\$1500
Incentives	Bonus for your first product-related content piece Special incentives for new affiliates			
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			
Account Manager Assigned	After 1st sale	Yes		
Reports	Impact Report		Personalized Report	

* Any subscription level

**Please check the latest requirements with the Semrush Affiliate Team before creating your content to ensure it qualifies for the bonus.

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

Let's grow together!

FAQ

1. 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. At the end of every quarter, we'll email you with an update on your current level.

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



2. How are product sales calculated?

Only products included in the Semrush Affiliate Program commission structure count toward commissions. However, it's important to know that we only pay commissions on the **First Purchase** made by a new user you referred to Semrush.

This means you earn a commission on the very first subscription they

purchase—**not on each product they may buy later**. Additional purchases made by the same user after their initial subscription are not commissionable.

A sale = the first paid subscription to a qualifying product.



3. 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.

Example: The number of sales you generate in Q4 (between October 1 and December 31) will determine your Partner Level for the next period: Q1 (January 15 to April 15)

Calculation Period = Standard calendar quarter

Q1: January 1 – March 31

Q2: April 1 – June 30

Q3: July 1 – September 30

Q4: October 1 – December 31

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



4. 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!



5. How do I get my benefits?

To claim the benefits available at your current Partner Level, simply reach out to your Account Manager or email our support team at affiliates@semrush.com. We'll review and process your request as soon as possible.

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



Loyalty Program Terms

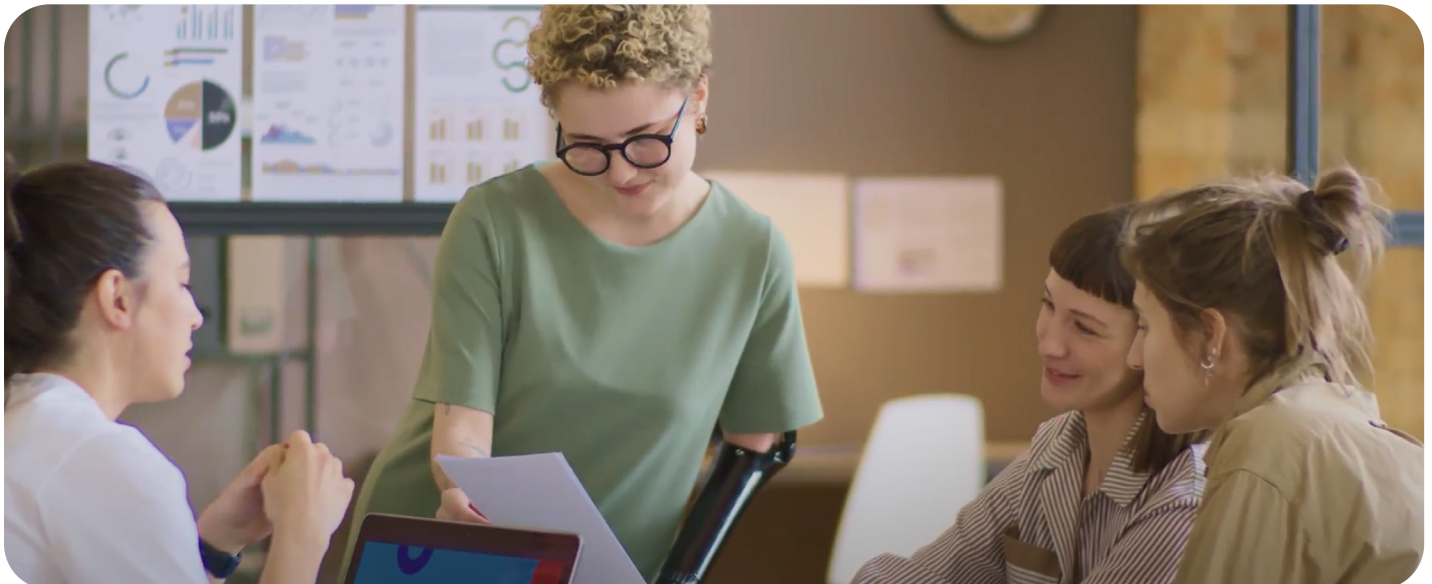
General

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:

Q1: January 1 – March 31

Q2: April 1 – June 30

Q3: July 1 – September 30

Q4: October 1 – December 31

After each quarter ends, we review your performance to assign your new Partner Level. Your commission structure will be updated automatically on Impact via your Contract terms according to your new Partner Level.

Your new Partner Level is assigned on the 15th of the month following the end of a Calculation Period, and it stays in effect for the next 90 days.

Example: Sales made from October 1 to December 31 (Q4) will determine your Partner Level for the period of January 15 to April 15 (Q1).

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

*Sales means first purchases of any product subscription included in the Semrush Affiliate Program commission structure.



Example

If you generate 7 First Purchases between October 1 and December 31 (Q4), you'll qualify for the Silver Partner Level in the next quarter (Q1).

On January 15, you'll receive a contract update via Impact with the Silver-level commission base, valid for the next 90 days. Commission

rates vary by product—just refer to the **table at the beginning of this guide** to see the breakdown.

Starting January 15, you can also contact us to access additional Silver-level perks, such as up to \$500 in sponsorship per quarter, free access, and more.

Your Silver level will be valid until 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:

- ✓ Enjoy higher commission rates:
For example, you'll earn \$250 for a SEO toolkit sale instead of the standard \$200
- ✓ 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 3 months of free access, meaning you're eligible to request a free Semrush subscription during your then-current Partner Level period only
- ✓ 14-day trial link, meaning you're eligible to request an exclusive 14-day co-branded Semrush trial link for promotion during your current Partner Level period.

*Sponsorship bonus amounts for each Partner Level are subject to discussion with your Account Manager based on the content type and its related qualification.

**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.

