

Grow With the Clio App Partner Program

Building your app is just the start. Partner with Clio and unlock unique marketing, sales, and product opportunities. Together we can transform the practice of law, for good.



PROGRAM REQUIREMENTS

To join the Clio App Partner Program, your app must:

- ✓ Be listed in the Clio App Directory
- ✓ Comply with our [app developer](#) and [listing guidelines](#)
- ✓ Have a learn more resource
- ✓ 5+ installs

These are the requirements for each tier:*

Requirement	App Partner	Advanced App Partner	Premier App Partner
Clio approved app	✓	✓	Invitation Only
App installs	5 - 100 accounts	100+ accounts	
Strategic alignment with Clio	Moderate	Moderately High	
Proof of partner-led marketing initiatives promoting joint integration		1/yr	

*Clio also tracks your app's health. We will contact you directly and work with you to get your app back to a healthy state if needed. However, we reserve the right to refuse entry or remove any partner whose app does not meet our standards.





PUBLIC PROGRAM BENEFITS

Clio will provide new app partners with launch strategy support. Launch support may include a social media announcement, product blog post highlight, featured app directory listing, etc.

DEVELOP

Activity Type	App Partner	Advanced App Partner	Premier App Partner
Clio APIs	✓	✓	✓
Technical communications	✓	✓	✓
Developer support	Email support alias	Email support alias	Dedicated support
Sandbox environment	✓	✓	✓
Invitation to partner Slack community	✓	✓	✓
Access to early APIs and product features		✓	✓
Dedicated Slack channel with Clio team			✓

MARKET

Activity Type	App Partner	Advanced App Partner	Premier App Partner
Inclusion in Clio App Directory	✓	✓	✓
Approved to use Clio logo in marketing materials	✓	✓	✓
Promotion on Clio's "What's New" product changes page and social media	✓	✓	✓
Access to Clio marketing guides and templates	✓	✓	✓



Considered for mention in select Clio marketing channels (ex. Guest blog post, webinar, PR)		✓	✓
Considered for dedicated email or message to Clio customers / prospects			✓
Custom go-to-market/ co-marketing plan			✓

SCALE

Activity Type	App Partner	Advanced App Partner	Premier App Partner
Partner program support	Program email alias	Assigned Partner Manager	Assigned Partner Manager
Business Review	Not Included	Yearly	Quarterly
Program newsletters and communications	✓	✓	✓
Inclusion in Clio Sales and Support Enablement		✓	✓
Present to Clio Sales and Support teams			✓
Custom sales collaboration plan			✓



BECOMING A PARTNER

To apply for the Clio App Partner Program:

1. Build an app and create a listing
2. Review, submit, and publish your app to get your first 5 installs
3. Apply to join the program

