PARTNER GROWTH ACCELERATOR

Partner Growth Accelerator (PGA) Program: Application & Matching Tool Guide

Learn how the PGA application and matching process works

When solutions and app partners work together, we see better results for our shared customers across the board. That's why we're making it easier to find the right partner match for you. Read through this guide to find out how to apply to the PGA, find the right match once you've been accepted, and enroll in a cohort together.

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What is the Partner Growth Accelerator?

The Partner Growth Accelerator (PGA) is a live training program designed to enable solutions and app partners to build joint go-to-market campaigns and unlock access to Marketing Development Funds (MDF). This program brings together solutions partners and app partners for a 6-week cohort-based learning experience focused on effective go-to-market strategies.

Research shows that when solutions and app partners work together to co-market and co-sell, the results are significant:

- Higher average sale price
- Increased customer dollar retention
- Improved win rates

Who is the Partner Growth Accelerator for?

The program is specifically designed for high-potential partners with upmarket solutions who meet specific criteria:

- Complementary to HubSpot
- Relevant expertise
- Ample resourcing (marketing bandwidth and budget)
- Full commitment to the program (connect on Crossbeam, launch a campaign and share leads, attend live sessions etc.)

Solutions Partners: Platinum, diamond, and elite partners, or gold and untiered high-growth partners with a strong marketing arm that offers services such as revenue operations, CRM implementations and migrations, and/or custom integration services to an upmarket persona.

App Partners: App partners with quality apps who sell to upmarket customers and are interested in partnering with a HubSpot solutions partner to go-to-market.

The New Application and Matching System

What's New?

HubSpot has launched a brand new application and matching system for the Partner Growth Accelerator program. This replaces the previous Google form application process with a more sophisticated, automated matching system.

Why it's an Improvement

The new system offers several key advantages:

1. Intelligent Matching for Better Go to Market Fit: Uses an algorithm to analyze your business details and match you with compatible partners. Creates stronger partnerships through data-driven matching.
2. Greater Transparency: Provides visibility into potential partner profiles before committing
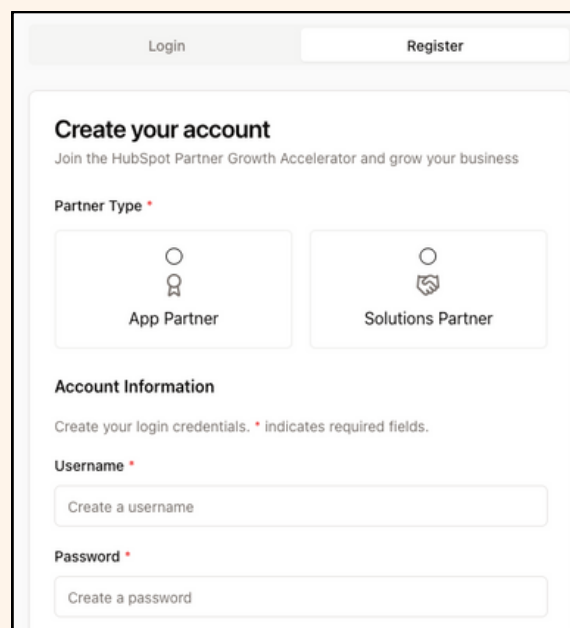3. More Efficient Process: Streamlines the application and matching process

Important Note for Previous Applicants

If you previously applied via the Google form, you need to re-apply using the new system. Partners who previously applied weren't necessarily rejected; they just were not chosen due to the limited number of partners per cohort. By applying through this new system, you'll see if you're "accepted" and then move to the matching round to be enrolled in a cohort.

How to Use the Application and Matching Tool

Step 1: Register Your Organization

1. Navigate to the application portal
2. Click the "Register" tab
3. Select your partner type (Solutions Partner or App Partner)
4. Enter your organization details:
   - Only one person per business should register to avoid duplicate or conflicting information
   - Create a username and password
   - Enter your name and contact information
   - Select your time zone (helps match you with the appropriate cohort and partner)
   - Add your partner manager's email (for visibility)

Step 2: Complete Your Profile

Provide detailed information about your business:

- For Solutions Partners:
    - Partner tier and any accreditations
    - Industries
    - Geographic focus (not based on where you are, but where you market into)
    - Market segments you target
    - Personas you work with
    - Types of technology you're interested in partnering with
    - Co-marketing experience level
    - Estimated budget for the program (minimum $5,000 recommended)
    - Team size supporting the program
    - Account mapping tools used (e.g., Crossbeam)

- For App Partners:
    - Similar information focusing on your app, target markets, and partnership goals

Step 3: Select Cohort Preferences

Choose which cohorts you'd like to participate in based on:
- Region (NAM, EMEA, JAPAC, LATAM)
- Industry focus (if applicable)

Step 4: Match with Partners

Note: if you are one of the first to apply, you may see little to no matches. We encourage you to wait a few days and check back in as this is a new tool as of April 2025.

Once your profile is complete:

1. Your application will either be auto-approved based on your answers or manually reviewed
2. Upon approval, you'll see potential partner matches based on the algorithm
3. Review partner profiles to understand their business, target markets, and compatibility
4. Show interest in partners you'd like to work with by clicking "Show Interest"
5. Partners will receive notification of your interest in their portal and can respond
   a. Note: this is currently a beta, so there is no email notification. You must login to your portal to review your notifications.
6. When mutual interest is established, you'll see contact information and can connect to further explore the fit.
   a. Either partner is welcome to reach out for further discussion. Send an email to your match to set up time to discuss overlaps in your ideal customer profile and discover if there's a good fit to enroll in a cohort together.
7. Once you mutually agree to move forward, you can apply and enroll in the same cohort.

Note: you will get up to 5 matches at a time. Admissions are rolling, so don't feel pressure to accept a match you don't feel good about.

Matching Considerations

The matching algorithm considers several factors:

- Industry alignment
- Geographic overlap
- Target market segments
- Budget compatibility

- Persona alignment
- Team capabilities
- Co-marketing experience
- Cohort preferences

Step 5: Enroll in a Cohort

When you've decided to move forward:

1. Go to your dashboard and select the cohort you'd like to enroll in.
2. Both partners have to enroll in the cohort
3. The admin will approve your enrollment
4. You will then receive an official welcome email and be added to the calendar invites.

Note: you won't be able to enroll in a cohort if 1) the cohort has passed, 2) the cohort is full and most importantly, 3) as an individual business - you and your match must enroll in the same cohort.

Program Structure

The Partner Growth Accelerator follows
a structured curriculum over 6 weeks:

Session 1: Identifying Mutual ICP

- Understanding target overlap through frameworks
- Introduction to Crossbeam for identifying leads
- Setting mutual goals and timelines

Session 2: Frameworks for Building Joint Value Propositions

- Case studies of successful Joint Value Propositions (JVPs)
- Drafting JVPs using structured templates
- Effective storytelling

Session 3: Go to Market Planning

- How to plan an end-to-end joint marketing initiative.
- Ways to share resources for marketing campaigns between partners.

Sessions 4 +5: Co-Marketing Strategies

Options include:

- Digital Events/Webinars track
- In-Person Events track

Partners may attend both sessions, but only one is required.

Session 6: Campaign Planning

- Sharing drafts of campaign proposals
- Breakout sessions with HubSpotters to get live, candid feedback on current campaign plans
- Refine campaigns

Week 7: Submit your campaign for Marketing Development Funds

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Benefits of Participating

- Free access to live training from industry and HubSpot ecosystem experts
- Opportunity to apply for Marketing Development Funds
- Improved revenue retention, customer dollar retention, and win rates
- Access to new markets and customer segments
- Networking opportunities with complementary partners

Apply Now

Visit the new application and matching system to start the process.
If you have existing partnerships and want to apply with a specific partner in mind, email pga-support@hubspot.com with that information.

Questions? Comments?

For any questions or additional support or to reset your password, please contact pga-support@hubspot.com.
Need to report a bug or want to provide feedback on the new tool? Click here