

Lead Referral Partner ID (PID) FAQs

How do I get my Partner ID?

Send an email to partnermarketing@acumatica.com to request your Partner ID (PID) code.

Where can I place my Partner ID (PID)?

You can publish links with your referral PID on all outbound marketing activities including your website, Acumatica landing pages and related links. For more information on different use cases and how to copy paste your own html code please click [here](#).

How does lead routing work?

When a new lead is captured and PID is present, Acumatica will be able to map all incoming prospects to your account. Keep in mind that all leads initially are automatically included on different nurture tracks so that we can engage them with relevant information. Once the leads reach the opportunity stage, your PAM (Partner Account Manager) will assign the opportunity to you.

Why won't I receive the lead right away?

Acumatica cannot automatically share contact information with you since we only have consent from the lead to connect with Acumatica directly. Only after the pre-qualification process would we receive permission from the lead to share their info with third parties or resellers. In addition, we can't provide a specific time to return those leads to you since it will depend on the specific lead engagement. In some cases, the lead does not meet the necessary threshold to be referred back to you.

When would I see leads coming from links that I added PID to?

Once the lead converts to an opportunity (meaning that is qualified), your PAM will hand it off to you!

How do I know that the leads would be assigned to me?

Your PID is part of any lead submitted either from a gated marketing offer or a request for demo, and that 100% guarantees that if an opportunity is created for these prospects, it will be routed back to you.

When would Acumatica assign leads to me?

Acumatica will only give VARs (Value Added Resellers) leads when they convert into opportunities, and they are ready for sales conversations.

Why do the links containing my Partner ID seem to be redirecting when landing in Acumatica.com?

For SEO purposes we do not show Partner ID in the URL, when the user comes to the Acumatica.com website using your link we do redirection to the same page, but without having to do any tracking parameters. However, Partner ID is always stored into user's cookie file. This is safe, fast, and secure.

Would you recommend using PID for my lead generation campaigns?

If your goal is to generate leads, creating your own gated landing pages would be more effective.

Can I use PID to share content via Sociable?

Partner ID is automatically assigned to all Sociable users. You are welcome to share content via Sociable. If the lead goes to the Acumatica.com site, PID will flow with the led information to Acumatica's database.

Is Partner ID captured if I promote an Acumatica webinar hosted on ON24?

No, we recommend only using these webinars as informational sessions for your prospects and customers. There is no way for us to track ON24 activity on Acumatica.com. To nurture your leads by inviting them to online events, we recommend using our [Lunch & Learn Program](#).

Why isn't my PID being captured when sharing an Acumatica webinar hosted on ON24?

Since Partner IDs are properties of Acumatica.com and ON24 is a platform outside of Acumatica.com, we are unable to track sources in ON24.

Can I use Acumatica webinars on my lead generation programs?

No, if your goal is to generate leads. Creating a gated landing page would be more effective to capture lead information. By setting your own gated pages, you can obtain lead details and track all form fills from prospects on your end.