



ADVOCACY. AMPLIFIED

alteryx | The Thrill of Solving

SUGGESTIONS?
THOUGHTS?

Contact the Customer Advocacy team at advocacy@alteryx.com

INTRODUCING: ADVOCACY.AMPLIFIED PROGRAM FOR ALTERYX CUSTOMERS

Alteryx is introducing a program called **Advocacy.Amplified** that rewards [passionate](#) customers who share their Alteryx experiences and stories.

PROGRAM DETAILS

- STEP 1.** Review the table below for Customer Advocacy activities.
- STEP 2.** [Select](#) all of the activities that you are willing to do within Community.
- STEP 3.** Agree to **3+** **Advocacy** activities and earn an **Advocacy.Amplified** hoodie!
- STEP 4.** [Record](#) activities that add up to **20 or more** points in 2019, and you will earn an **Advocacy.Amplified Customer Badge** on [Community](#)! (Note: The same activity type can be performed multiple times.)

ACTIVITIES & POINTS

You decide what you want to share and how you want to share it! Contact your Alteryx sales representative to learn more about how you can [advocate](#).

Activity	Points	Activity	Points
Speak at an Event	5	Mention in an Alteryx Press Release	4
Deliver a Use Case Writeup	5	Speak to a Prospect	4
Featured in a Case Study	5	Participate on an Alteryx Podcast	4
Deliver a Webinar	5	Feature in a Video	4
Participate in Beta Testing	5	Become a User Group Leader	4
Feature in a Press Story	5	Write a Blog	3
Promote Socially: #AYXAdvocacyAmplified			2

QUESTIONS?

Contact the Customer Advocacy team at advocacy@alteryx.com.

EARN THESE!



**Customer
Advocacy.Amplified Badge**

ADVOCACY.AMPLIFIED PROGRAM FAQ

ACTIVITIES THAT THE CUSTOMER VOLUNTARILY AGREES TO DO IN A PUBLIC FORUM TO ENDORSE ALTERYX.

1. **Speak at an Event** (5 points) – The advocate leads a discussion, session or breakout at events such as Inspire, Business Partner workshops or industry specific conferences on Alteryx’s behalf. This typically includes building content, delivering a presentation or demonstrating their solution at a live event.
2. **Deliver a Use Case Writeup** (5 points) – Advocates contribute and agree to publish their use case, which is defined as a detailed, text-based customer story that includes the business problem, solution and quantifiable outcomes. The material is housed in the Community [Alteryx Use Cases](#), and often includes technical details of the solution, including tech stack and workflows. The story can be submitted by customers, partners or associates and is managed by the Customer Advocacy team. Use case submissions are also eligible for customer Excellence awards that are presented at Inspire events and recognized in Community. They are used as both a sales and educational tool and may or may not include the customer name and logo.
3. **Deliver a Webinar** (5 points) – The advocate leads a discussion or presents their solution in a virtual event intended to inform other customers or prospects.
4. **Feature in a Case Study** (5 points) – Advocates contribute and agree to publish their case study, which is classified as marketing collateral or as a sales asset. It is typically very short, visually and graphically appealing, and used for marketing and sales purposes. It is customer branded and tells of the customer’s journey with Alteryx, including specific quotes and benefits. Many times the visuals are of the customers themselves. These are created and controlled by Alteryx Marketing and the global Case Study writer.
5. **Speak to a Prospect** (4 points) – Advocates agree to talk with an Alteryx prospect where they endorse Alteryx, share their experiences and answer questions about their solution, implementation, or best practices. Leveraging advocates as references helps the sales team externally validate the solution and progress opportunities.
6. **Participate on an Alteryx Podcast** (4 points) – The advocate is interviewed in a recorded podcast comprising of varied topics related to data and analytics culture, best practices, or industry trends where they are a subject matter expert.
7. **Feature in a Video** (4 points) – The advocate participates in a video where they describe their experience or solution in more consumable medium to communicate a story, testimonial or demonstration.
8. **Become a User Group Leader** (4 points) – The advocate agrees to run an Alteryx User Group within their community where other customers can participate and share their Alteryx experiences. This requires coordination of logistics, speakers and participant coordination with the aid of Alteryx.
9. **Write a Blog** (3 points) – The advocate crafts a blog in Community or other external forum where they positively represent the business or technical aspects of their Alteryx experience or solution.
10. **Promote Socially** (2 points) - The advocate endorses Alteryx in a positive manner through social channels, such as Twitter, Facebook and LinkedIn. For credit, they need to tag their post with **#AYXAdvocacyAmplified**.

ALTERNATIVE ACTIVITIES THAT THE CUSTOMER AGREES TO DO IN A PUBLIC FORUM AS REQUESTED BY ALTERYX.

1. **Participate in Beta Testing** (5 points) – The advocate installs, tests and provides feedback on early product releases to product management as part of a beta program.
2. **Feature in a Press Story** (5 points) – The advocate agrees to perform an interview for the press, as managed by Alteryx.
3. **Mention in an Alteryx Press Release** (4 points) – The advocate agrees to allow company and individual name in a press release.