

# Lead Referral Partner ID (PID) FAQs

## What is a Partner ID (PID)?

- Your Partner ID (PID) serves as a unique identifying code that connects your marketing efforts to leads generated through Acumatica channels.
- It links incoming prospects captured via your referral links directly to your partner account when a PID is included. This ensures qualified opportunities are assigned to you by your Partner Account Manager (PAM) or Partner Enablement Manager (PEM).

## How do I get my Partner ID (PID)?

- Send an email to [partnermarketing@acumatica.com](mailto:partnermarketing@acumatica.com) to request your Partner ID (PID) Code.

## Where can I place my Partner ID (PID)?

- You can publish links with your 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 will assign the opportunity to you.

## Why won't I receive the lead right away?

- Acumatica cannot share lead contact information immediately, as we only have the lead's direct consent.
- Permission to share with partners or resellers comes only after pre-qualification. Assignment timing varies by lead engagement, and not all leads meet the threshold for referral back to you.

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

- Once the lead converts to an opportunity (meaning that is qualified), it will be assigned to you.

## **How do I know that the leads would be assigned back 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 assigns leads to VARs (Value Added Resellers) only when they convert to opportunities ready for sales conversations.

## **Why do the links containing my PID 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 in the 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 page would be more effective.

## **Can I use my PID to share content via Sociabble?**

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

## **Is PID captured if I promote 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 for lead generation. Gated landing pages are more effective for capturing and tracking prospect details directly.