

PRESS RELEASE GUIDELINES

PARTNER CONNECT

PARTNER PRESS RELEASE GUIDELINES

RULES OF ENGAGEMENT

Coupa's partner ecosystem can provide a very valuable addition to our current media outreach program. This includes press releases, blogs, and social amplification. The guidelines below outline the roles and responsibilities of each company to support official news releases. Coupa prefers to have a news release punctuate a larger campaign, Go-To-Market push or regulatory/local custom requirement. In some instances, coverage and awareness may be improved through other marketing channels. All new releases that name Coupa should be vetted with your channel marketing contact who will then work with Coupa PR and legal to obtain final approval before publication.

OUR WIN:WIN PRINCIPLES

We will try our best to accommodate your request. Part of our job is to determine how your news fits in with the overall Coupa PR strategy. If for some reason it doesn't, there are other channels we can explore to get the word out.

We generally try to apply common sense of newsworthiness. It's not just what is said, but how it is said...and where. Here are a few guidelines to consider:

- Tell your story. Use anecdotes, metrics and concrete examples (customers!), before and after results. Don't forget the "why" to add power to your story. Don't hesitate to be graphical or to use an image to cultivate human interest. Create an infographic.
- Ensure that the Business Spend Management (BSM) message is an intricate part of the headline or first few sentences. This is key for Coupa. We are leading this category and want to emphasize this at every opportunity.
- Be compelling. Why is this different, compelling, disruptive, amazing?
- Be flexible. As mentioned the wire isn't always the only option. Pitching from a social media friendly blog post is a technique too and allows for extra commentary.

GUIDELINES AND TYPES

TIMING

Please provide at least 10 business days for the Coupa editing and approval process prior to scheduled publication. Depending on timing, this could be shorter or longer.

COUPA-OWNED – PARTNER NEWS

Below are examples of the occasions when Coupa may opt to create a partner news press release. This is driven by Coupa.

- Partner ecosystem or program momentum
- Partner awards
- Global strategic partner initiatives
- This would include a quote from Coupa, most likely from the EVP of Business Development & Alliances.
- Your Role:
 - Join us! Agree to participate in the news release
 - Share news to their customers, prospects and followers through your preferred method and social media channels
 - Celebrate our joint success

JOINT OWNERSHIP – CO-BRAND WITH PARTNERS

Joint ownership press releases are reserved for the largest partner engagements either Platinum or Global Elite when we come together to discuss joint customer success or strategic product/service offering. This is typically part of a strategic GTM motion.

- Include both logos and PR contacts on release.
- Collaborate between Coupa Global PR and Partner Marketing with partner's PR and Marketing peers.
- Release to enhance and amplify our other in market messages (part of a larger campaign).
- Create joint pitch (as appropriate) or approach each company's "friendlies".
- Coordinate joint social media lockup.
- Perform legal review.
- Include executive-level Coupa quote (from EVP of Alliances and Business Development, CMO or CEO as appropriate).

GUIDELINES AND TYPES (CONTINUED)

PARTNER-OWNED WITH OR WITHOUT A QUOTE FROM COUPA

This option is available for Gold or Premier partners. To initiate and prepare a press release the following steps are performed.

- Contact your channel marketing contact to vet this press release.
- The partner takes the lead to create the release after aligning the strategic objectives using the appropriate Coupa template. If one isn't available, the partner can create this on their own. The story should focus on what you deliver with Coupa as a key piece of their services/offerings. Releases that have a customer case study/quote are more valuable and garner better results!
- The channel marketing contact provides our content/quote for partner use.
- Coupa channel marketing managers and Coupa PR review and approve the release.
- Coupa confirms partner message amplification through Coupa social/web.
- Partner pitches and shares news in the local region.
- Partner follows up by reporting to the channel marketing contact 2 to 3 weeks after the release to determine what did it garner, what media pick-up was earned, etc.
- Include Coupa quote from appropriate executive or in region Coupa employee

PARTNER-OWNED – EVERYTHING ELSE

We know that many of you are eager to share the details of your agreement, contract or general news that illustrates your relationship with us.

- The partner alerts Coupa about release concept. *See Win: Win section above.
- Partner alerts their Channel Marketing contact.
- The partner writes the release.
- PR/partner marketing review and approve the press release.
- Coupa may share the partner's press release via Coupa social media platforms as possible.
- No Coupa quote will be provided.

Exceptions to the process above can be considered for regional Certified or Premier partners, in justified situations such as major customer wins, or launches of major partner-led initiatives, upon prior agreement with the regional Channel Marketing and field Alliance lead.

ABOUT COUPA

Coupa Software is the leading provider of BSM solutions. We offer a comprehensive, cloud-based BSM platform that has connected hundreds of organizations with more than four million suppliers globally. Our platform provides greater visibility into and control over how companies spend money. Using our platform, businesses are able to achieve real, measurable value and savings that drive their profitability. Learn more at www.coupa.com. Read more on the Coupa Blog or follow @Coupa on Twitter.

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