DPOM

PARTNER PORTAL GUIDE

How to use the partner portal.

A walkthrough of every section of dpom.co.uk/partners, from your first login to sending your first order. Read once, refer back as needed.

Where everything lives

The sidebar on the left of the portal has eleven sections. Here's what each one does and when to use it.

SECTION	WHAT IT'S FOR
Dashboard	Headline numbers at a glance, active clients, monthly revenue, your current tier and discount, and quick links to start an order or add a client.
Services & Pricing	Browse every DPOM service and package with your partner discount applied. Use it to scope client conversations before starting a quote. Includes the live SEO calculator.
Clients	List of every client you've onboarded. Add new clients here, edit existing ones, switch tiers, see margin per client.
Orders	Every quote you've sent. Track which are pending, viewed, signed, or expired. Resend quotes to clients who've gone quiet.

SECTION	WHAT IT'S FOR
Reports	Aggregated performance across all your clients. Useful for spotting churn risk and showing your client base their portfolio results.
Branding	Upload your logo, set your accent colour, configure contact details. Every quote you send from here onwards uses your brand.
T&Cs Generator	Generate white-labelled terms of service in seconds. Drops a clean PDF you can attach to quotes or host on your site.
Add-Ons	Resellable add-ons: Sentinel click-fraud, Nebula CRO, Pulsar lead intelligence. Bolt them onto client packages.
Script Setup	Install snippets, pixel, tracking, embedded tools. Copy-paste into your client's site.
Resources	Sales decks, pricing guides, case studies, this guide and more.
Settings	Your account details, password, notification preferences.

Your first week

These four steps take you from a fresh account to sending your first branded quote. About an hour of total effort.

1. **Set up branding (5 min)**
   Open the **Branding** tab. Upload your logo (SVG or transparent PNG works best). Pick a primary colour, secondary colour and accent colour. Add your contact details and a short tagline. Save.

2. **Generate T&Cs (5 min)**
   Open **T&Cs Generator**. Fill in your business name, registered address, contact email, jurisdiction. Click Generate. Download the PDF. Either host it on your site or attach it when sending a quote.

3 **Browse Services & Pricing (15 min)**

Open **Services & Pricing** from the sidebar. Click through each service tab. Note the partner price next to each tier, that's your cost. Pay particular attention to the SEO calculator: drag through the industry / scale dropdowns.

4 **Send your first quote (15 min)**

Open **Orders**, click *New Order*. Pick a service and tier. Fill in your client's name, email and the price YOU want to charge. Hit Send. They get a branded quote page with your logo, your colours and your accent.

Common stumbling blocks

I can't see Services & Pricing

Check the sidebar, it's the second item, between Dashboard and Clients. If still missing, hard-refresh the page (Cmd+Shift+R / Ctrl+Shift+R).

My logo looks pixelated on quotes

Re-upload as SVG or a high-res transparent PNG (at least 600px wide). PNG with transparent background renders cleanest on coloured quote pages.

My client says the quote page is broken

Quote pages occasionally cache, try sending them the direct URL or asking them to open in a different browser. Email partners@dpom.co.uk if it persists.

The price I see doesn't match the website

The portal shows YOUR partner price (after discount). The customer-facing website shows RRP. They're meant to be different, check your tier multiplier on the dashboard.

Ongoing workflows

Adding a new client

- **From Orders**: start a New Order. Pick a service, tier and add the client details inline. They'll be created when the order goes out.
- **From Clients**: click Add Client to create them upfront, then attach orders later.

Sending an order to an existing client

Open **Clients**, find them, click their row. Hit New Order from the client detail page, their email and company are pre-filled.

Tracking quote progress

In **Orders**, every quote has a status:

- **Sent**: quote out, client hasn't opened the page yet.
- **Viewed**: they've opened the link. Time to follow up if they go quiet.
- **Signed**: accepted, terms agreed, contract live. Onboarding starts.
- **Expired**: 30 days passed with no action. Use the resend / revive options.

Switching a client's package

Open the client, find their active package, click Edit, pick the new tier. The new price takes effect from the next billing cycle.

Using add-ons

Open **Add-Ons** from the sidebar. Browse the catalog, Sentinel click-fraud protection, Nebula CRO, Pulsar lead intelligence, etc. Each has a per-month price (partner discount applied).

Frequently asked

How does the partner discount work?

Your tier sets your discount automatically. Tier upgrades trigger when your active client count crosses each threshold (5 / 10 / 20 / 30 clients). Both monthly fees and setup fees are discounted.

Can I quote outside the standard pricing?

For SEO, use the Custom tier in the calculator and enter your own monthly fee. For other services, email your AM with the situation and we'll set a non-standard price.

Does my client ever see DPOM branding?

Not unless you tell them. Quotes use your brand. Onboarding emails use your brand. Reports use your brand. DPOM stays invisible.

Can I use my own contract terms?

Yes. Use the T&Cs Generator output as a starting point and modify, or upload your own PDF to attach to quotes.

What happens if a client wants to cancel?

Standard notice period applies (per the terms attached to their quote). Open the client in the Clients tab, mark them for cancellation, and the cancellation flows through to DPOM automatically.

How are reports delivered?

Monthly performance reports are generated automatically for every client and sent under your brand on the first working day of each month.

WHEN IN DOUBT

Email partners@dpom.co.uk

Or pick up the phone on 0115 727 0038. Faster than the FAQ.