Partner Program 2022
Delivering value through, and to, our partners
treasuryXL helps raising the treasury function to a higher level, both for the inner circle: corporate treasurers, bankers & consultants, as well as others that might benefit: CFO’s, business owners, other staff members in the CFO Team and educators.

The treasuryXL Partner Program is designed for organizations offering products or services in treasury, cash and risk management. The program offers you all the necessary information on how to support your business with treasuryXL.
PARTNER VALUE
The corporate treasury community, both experts as well as those who have an occasional interest in the field, is far from concentrated: potential community members work in a variety of organisations.

Many of them do not have a structured and continuous consumption of treasury content. Both topics as well as communication channels are quite diverse.

For those who provide treasury services and products, this creates a marketing challenge.

Identification of relevant contact persons, reaching out to them and building a relation might be hard.

As a marketplace, treasuryXL strives to offer relevant content to her audience, mostly provided by her partners.

By offering a continuous flow of relevant content and making treasury knowledge available, treasuryXL is the obvious go-to platform for its’ audience.
treasuryXL will help you to:

1. Increase your network
2. Increase efficiency
3. Increase profitability
Our presence

- Monthly website views: > over 25,000 views
- Weekly Newsletter subscribers: > over 700 subscribers
- Monthly item in the Treasurer Search Newsletter: > over 12,000 subscribers
- LinkedIn company page: > over 2,500 followers
- Managers of the ‘Corporate Treasurers’ Group on LinkedIn. All Professional treasurers. > over 4,500 members (high quality)
- ‘What is’ articles in our Treasury Topic section: > over 1,800 unique views monthly

Unique views are per month directly from Google Search per ‘what is’ article:
What is Treasury? What is Cash Management? What is Risk Management?
What is Corporate Finance? What is Working Capital Management?

“We choose Quality over Quantity”
Find out how treasuryXL...

- enables you to reach a broader public through our platform
- helps your business in connecting with your desired target audience
- distributes a continuous flow of relevant content to various channels
- reaches the treasury market in an easy and effective way

- brings value by opening new doors and by intensifying existing relations
- partners share the conviction that quality corporate treasury is valuable for a variety of organisations
- partners can shape the community and the future of corporate treasury
- always makes sure the partner and the treasury profession are top of mind
Generate targeted sales leads with your content

Showcase your brand to thousands of treasury professionals

Connect with Treasury pros whenever and wherever you are

Deliver a powerful message about your company through our weekly newsletter
Why they collaborate with us?

**Refinitiv**
Matt Watson, Senior Marketing Specialist

“Refinitiv equips corporate treasurers with essential and practical insight to help manage market volatility, risk and regulatory change. Our partnership with Treasury XL provides unique access to a wide network of dedicated and seasoned experts, enabling us to forge new professional relationships and share our data-based insights. The Treasury XL team are proactive and innovative in leveraging our expertise to keep their members well informed, making them a truly indispensable partner.”

**Kyriba**
Camilla Vann, Marketing Director,

“Kyriba allows treasurers to gain visibility, increase security, move and grow cash, all in a single SaaS platform. In this regard, connection to multi-sources of data is key to enable treasurers and CFOs to take rapid actions. Partnering with TreasuryXL gives Kyriba access to a unique network to showcase content and build new relationships with our clients and prospects. Through these, every corporate should have the ability to make an economy of time and improve their ability to gain real-time visibility and better manage cash flow positioning.”

**Nomentia**
Barbara Babati, Marketing Lead

“Working with treasuryXL is strongly aligned with Nomentia’s purpose: being an active member of the treasury community while providing them with unparalleled treasury and cash management solutions. Together with treasuryXL, we can engage with treasury professionals and provide value for them in terms of insights into the latest treasury and cash management trends and technology. Working with the treasuryXL team has been a delight as they want us and the community to succeed together.”
Our partners enrich the community

**Cashforce**
Nicolas Christiaen, Managing Partner

“Cashforce is a ‘next-generation Cash forecasting & Working Capital Analytics solution, focused on automation and integration’. Our cloud-based software enables corporates to unlock their data and create smarter decisions, saving time and money. With our Treasury XL partnership, we are able to broaden our ecosystem and connect with others in the cash flow forecasting and working capital space. With their energetic and motivated team, it’s always been a pleasure to work together.”

**Treasurer Search**
Pieter de Kiewit, Owner and Consultant

“When time is precious, relevance is key. Everything about treasuryXL is relevant for modern corporate treasurers and their ecosystem. As treasury recruiters we know career development and interim management is not an everyday-topic for our relations. Our presence on the platform helps us remaining top of mind with those for whom we want to be important, for old friends as well as new.”

**Treasury Delta**
Padraig Brosnan, Founder & CEO

“As a FinTech startup forming partnerships within the treasury ecosystem is a core part of Treasury Delta’s strategy. We were delighted to form an alliance with such a credible treasury body like treasuryXL. From the outset they devised a marketing strategy to promote our service offering, opened doors into their network and published regular content on Treasury Delta’s value proposition. As our business develops we see the professionalism and vast network at treasuryXL fast tracking Treasury Delta’s success.”
Meet more Partners & Experts
Partner Packages

Premium Package
Premium Partners are provided with a comprehensive suite of benefits, including access to Marketing as a Service.
Investment: € 2300,-
On an annual base

Basic Package
Basic Partners benefit from a range of tools and resources, including marketing support.
Investment: € 1800,-
On an annual base

Tool Accelerator
Boost your business marketing tools like whitepapers, videos, events, job postings or training.
Investment: € 750,-
Per item
WHEN YOU SHARE SUCCES, IT GROWS
Partner Benefits | Premium

1. treasuryXL website listing. Premium partners will be visible on the homepage, partner overview page, single partner page and your company logo will be promoted at relevant treasury topics pages.
2. Up to 4 exclusive single expert pages. All experts can write articles or deliver valuable input that will be published on the treasuryXL website and social media. Each expert will be highlighted in our newsletter on a regular base for extra exposure.
3. We will proactively check your marketing activities and help you with promoting without any extra work effort on your side.
4. You can deliver unlimited content. However, we can only publish your content once a week. If you deliver more content we will make a publish schedule and share it with you.
5. Up to 4 dedicated newsletters per year.
6. Full week exposure, one week per year your business will be highlighted everyday through our website and social media.
7. All content will be promoted on social media. This happens on a daily basis with every day a different topic.
8. Published content will be included in our weekly newsletter that will be distributed to hundreds of treasury professionals. This will always happen in the same week.
9. Access to exclusive treasurer resources that can help you with your critical treasury questions.
10. Partner Interview Series (One each year, video or text).
11. One joint webinar/round table event per year, topic to be discussed.
12. Access to round tables and sponsored events.
13. Quarterly marketing analyses + full partner analyse presentation, end of year.
14. 4 coupon codes with 100% discount for the Treasurer Test with a value of €2,380.00.

The Treasurer Test measures the technical treasury knowledge and the personality profile of a candidate. Check TreasurerTest.com.
1. treasuryXL website listing. Basic partners will be visible on the partner overview page and you will have a single partner page.

2. Up to 2 exclusive single expert pages. All experts can write articles or deliver valuable input that will be published on the treasuryXL website.

3. All content will be promoted on social media. This happens on a daily basis with every day a different topic.

4. One dedicated newsletter per year.

5. Published content will be included in our weekly newsletter that will be distributed to hundreds of treasury professionals. This will always happen in the same week.

6. You can deliver unlimited content. However, we can only publish your content once a week. If you deliver more content we will make a publish schedule and share it with you.

7. Access to exclusive treasurer resources that can help you with your critical treasury questions.

8. Quarterly marketing analyses + end of year presentation.

9. Unlimited coupon codes available with 50% discount for the Treasurer Test (Price per Treasurer Test is € 595,00) The Treasurer Test measures the technical treasury knowledge and the personality profile of a candidate. Check TreasurerTest.com.

€ 1800,-
a year
Tool Accelerator

Boost your business with marketing tools like whitepapers, videos, events or trainings. treasuryXL helps you anytime.

Customized proposals

- Do you want to organize an event?
- Do you need a treasury expert for your keynote, webinar or business meetings?

We can help you by offering customized proposals for all of your business needs.

You can contact us directly with your inquiry and we provide you with an offer quickly.

Together we achieve success!

€ 750,- per item
How to connect

For direct partner applications you can contact:

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Our team of ambassadors help us improving the community continuously.

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