



# Partner Integration Guide: White-Label, Cobranding, and Affinity Models



We're committed to empowering our partners by delivering exceptional value to your company and strengthening your customer relationships. Our dedicated Partner Success and Marketing team will help guide you in leveraging our proven integration models to drive loyalty and retention and enhance your offerings.



**#1 top-of-mind Cyber Safety brand globally<sup>1</sup>**  
with 4 decades of experience



**#1 most reputable brand in the US**  
for identity theft\* protection<sup>1</sup>

## Why partner with us and offer Cyber Safety to your customers?

Online scams pose an increasing threat to consumers around the world, and the advent of AI has amplified these risks. In fact, 66% are concerned they may fall victim to a scam<sup>2</sup>, and 62% who do become victims are impacted financially<sup>3</sup>. Despite this, many people find Cyber Safety solutions complicated and difficult to navigate.

### Scams continue to evolve and plague consumers



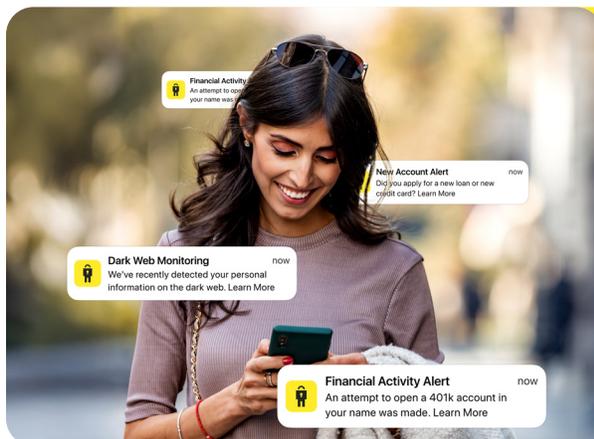
**\$1.03 trillion** is lost to scams globally<sup>4</sup>



The most common scam people fall victim to are **payment scams**<sup>4</sup>



**64% of all mobile malware attacks** today are scams<sup>5</sup>



Customers are seeking simple, holistic solutions from trusted providers like financial institutions and service providers. By meeting this demand, you're positioned to gain their trust, protect them from scams and identity theft\*, and enhance their digital safety.

# Flexible integration options

Our solutions can be tailored to suit your unique needs, helping protect your customers from online scams, identity theft\*, and other cyberthreats. By partnering with us, you can differentiate your brand, increase customer retention, and expand your customer base.

## Option #1 Hosted in Norton's User Experience

Deliver powerful scam and identity theft protection\* solutions to your customers, hosted within Norton's user experience. Choose between a **co-branded** or **white-labeled** approach, tailored to match your brand's look and feel.



### Benefits of co-branding & white-labeling

**Own the customer relationship**  
Maintain control of pricing, communication, and branding

**Fully customizable look and feel**  
Choose between a co-branded or a white-labeled approach

**Flexible pricing**  
Configure products to align with your margins and objectives

**API delivery**  
Simplify integration into your existing ecosystem for seamless lifecycle management

**Increased retention**  
Leverage our high Net Promoter Scores (NPS) and proven retention rates to build trust

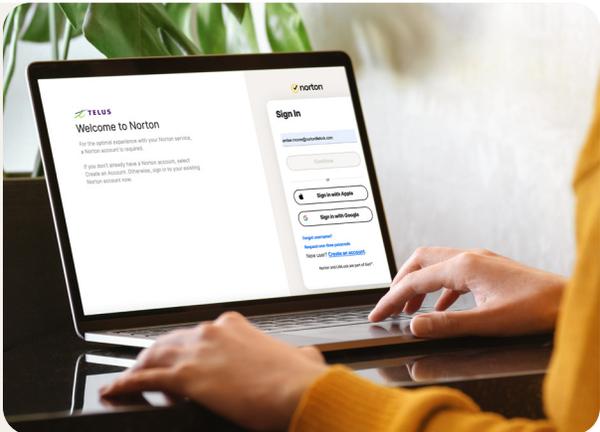


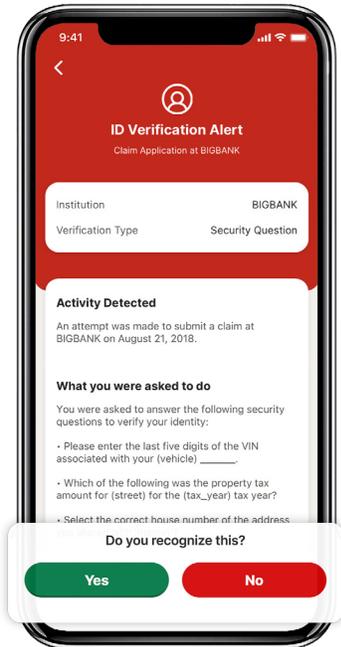
**Ideal for:** Businesses seeking a seamless integration of scam protection solutions without the need for extensive customization. Leverage our expertise in Cyber Safety, ongoing user experience testing, and continuous innovation.

### Co-branding partner success story: TELUS

TELUS Online Security powered by Norton was created as the result of a strong collaboration with our Telco partner, TELUS.

By leveraging our APIs, TELUS is able to control their customer enrollment and subscription experience.





## Option #2 Embedded into your user experience

Integrate any of our scam and identity theft protection\* solutions directly into your platform (app or web), using our SDKs to enhance your customer experience.

### Benefits of embedding



**Control the customer experience end-to-end**  
Strengthen your brand while enhancing user satisfaction



**Boost your offerings**  
Add valuable features to your existing service



**Lower development costs**  
Reduce the time and expense of creating new products



**Seamless user experience**  
Use our SDKs for seamless, fully white-labeled integration, embedded into your user experience



**Stay relevant**  
Meet evolving customer expectations with cutting-edge solutions

**Ideal for:** Companies looking to keep customers within their ecosystem, as well as businesses aiming to enhance their offerings by increasing engagement and perceived value.

## Option #3 Affinity marketing model

Unlock new revenue opportunities while enhancing member value through our affinity marketing model. By promoting our solutions to your member base, you can create a seamless experience while building stronger member relationships.

### Benefits of affinity marketing



**Quick setup**  
Launch partnerships with minimal effort by driving traffic to a dedicated co-branded campaign landing page



**Leverage trusted brands**  
Benefit from the recognition and credibility of LifeLock and Norton



**We handle the customer process**  
From sign-up to onboarding, we manage it all



**Generate revenue**  
Earn revenue share for referring your customers to us



Norton is the premier name in cybersecurity and device security - what better partner is there to have in that space for our members? Furthermore, **our members renew the Norton product at a higher rate than with other products**, which is a win-win for everyone in terms of revenue generation.

- Carlo Mirasol, Director of Strategy and Partnerships for AAA Northeast

**Ideal for:** Member-based organizations seeking value-added services to strengthen member relationships, increase loyalty, and drive engagement, all while building sustainable revenue channels.

## Why choose us?



**Portfolio of trusted global brands:**  
LifeLock, Norton, Avast, AVG, and more



**Unmatched experience:** Over 4 decades of leadership in cybersecurity



**Extensive reach:** Over 17,000 established partnerships in 50+ countries, serving millions



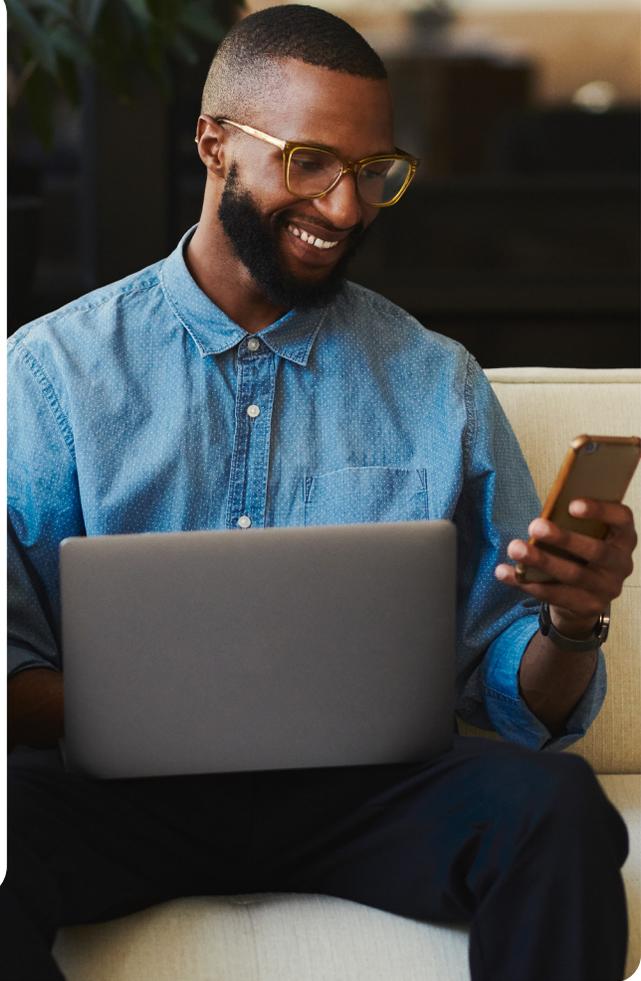
**Dedicated support:** A Partner Success team that's committed to your success



**Scam and identity theft protection\*:** Powerful protection to help keep customers safe from advanced scams and identity theft\*.



**Customer trust:** LifeLock and Norton solutions maintain some of the highest NPS scores in the industry



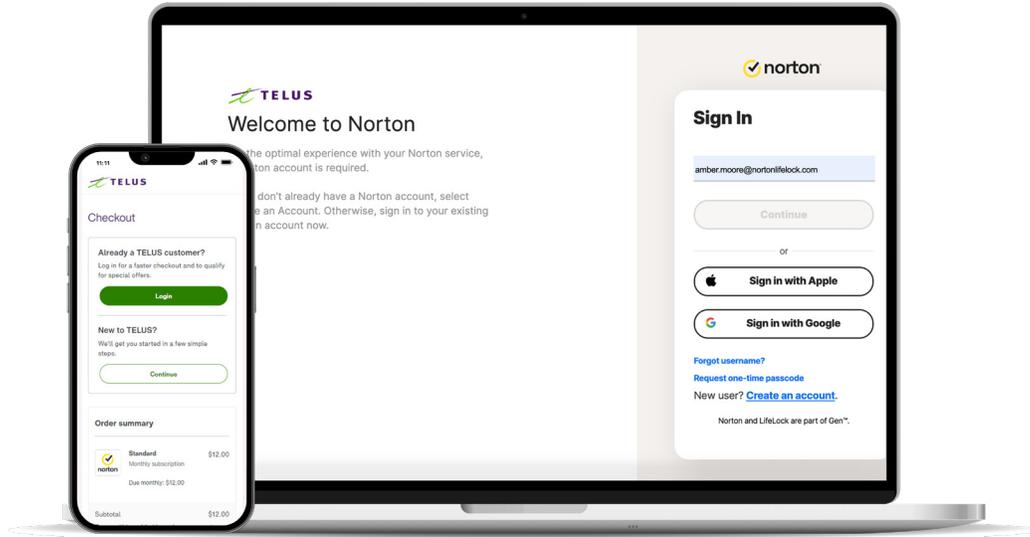
## Partnering with industry leaders in:

- Retail and e-tail
- Original equipment manufacturers (OEMs)
- Telecommunications
- Financial services
- Affinity organizations
- Employee benefits

## Trusted by industry leaders†



# Partner spotlight



## Real results from our partners

By leveraging Norton's API, TELUS is able to control their customer enrollment and subscription experience. TELUS Online Security powered by Norton was created as the result of a strong collaboration between TELUS and Norton. This exclusive product was developed and customized based on TELUS' needs.

The API provides the interface for our partners to manage the full subscriber lifecycle of Norton product subscriptions. Utilizing this type of integration model keeps customers within the TELUS ecosystem, allowing the TELUS brand to lead – this helps build customer loyalty, yet also leverages the trust and recognition of the Norton brand.

"Norton is a great team to work with – they're the best of the best. **We see it consistently in our surveys, we see it in its functionality, and we see it in the operations of the product and the rigor with which Norton really leads from a thought leadership perspective,**" said Kyle Simunovic, Channel Strategy and Product Enablement Manager.



We've made great strides over the years on improving customer satisfaction, loyalty, and churn – and based on our internal research, **we're now viewed as the solution with the best customer service** among Canadian competitors.

- Eddy Tan, Marketing Manager for TELUS

✓ **10%+**

of TELUS customers subscribed to their product within 4 years

✓ **90%**

customer retention rate maintained

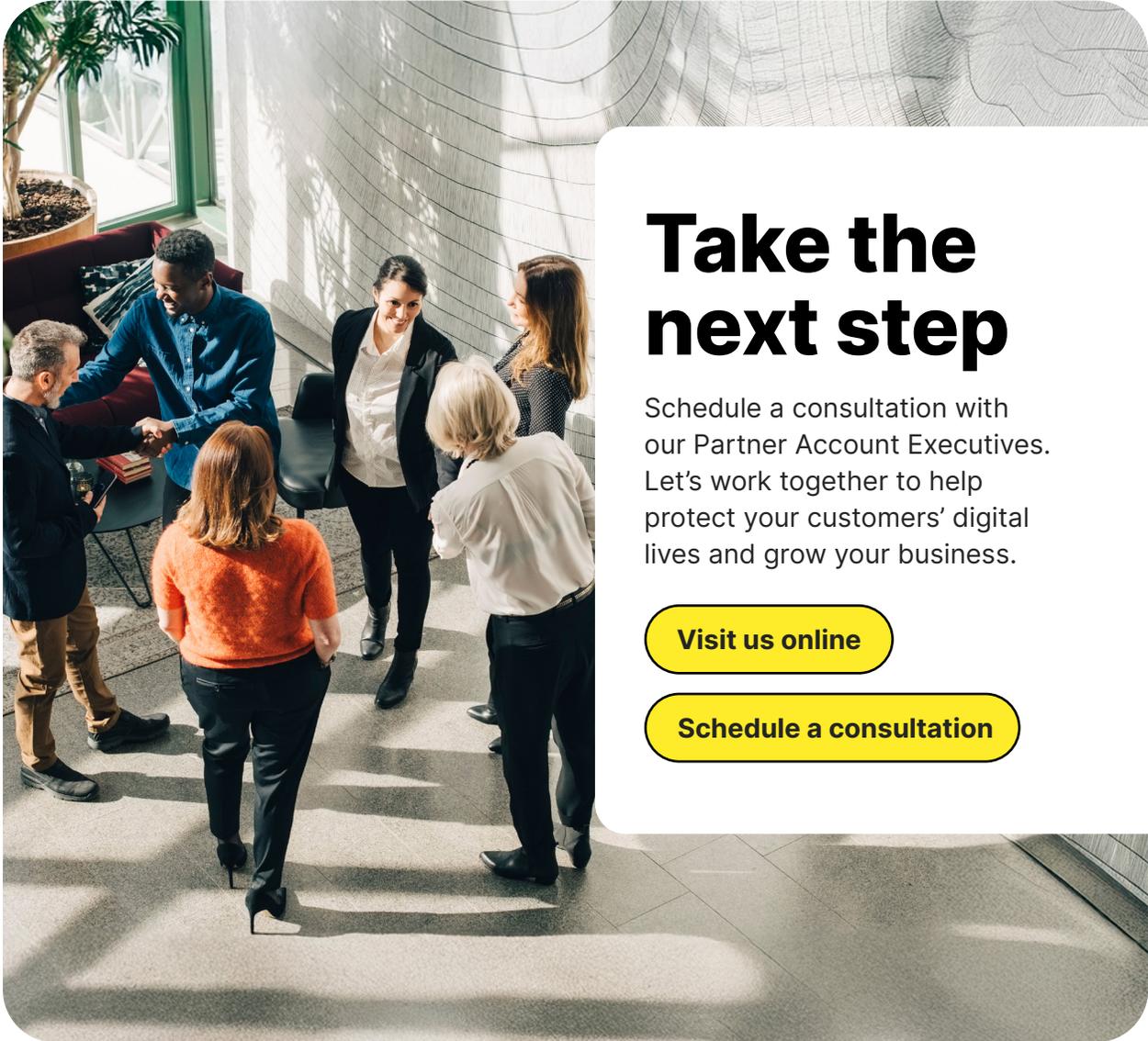
✓ **37%**

growth continues year-over-year

✓ **65%+**

subscriber activation rate in digital channels

[Read the case study](#)



# Take the next step

Schedule a consultation with our Partner Account Executives. Let's work together to help protect your customers' digital lives and grow your business.

[Visit us online](#)

[Schedule a consultation](#)

<sup>1</sup>Gen™ Brand Tracker, September 2024

<sup>2</sup>Based on an online survey of 7,080 adults in 7 countries conducted by Dynata on behalf of Gen from June 29th to July 10th, 2023

<sup>3</sup>Based on an online survey of 12,024 adults in 12 countries conducted by Dynata on behalf of Gen in December 2024.

<sup>4</sup>GASA 2024

<sup>5</sup>Gen Q3/2024 Threat Report

\* Identity theft protection solutions are only available in certain regions

## About Gen

Norton LifeLock Benefit Solutions is part of Gen - a global company dedicated to powering Digital Freedom through its trusted Cyber Safety brands, Norton, Avast, LifeLock, Avira, AVG, ReputationDefender and CCleaner. With four decades of consumer cybersecurity experience, our solutions protect over 500 million users in 150+ countries.

