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.

✓ norton™

#1 top-of-mind Cyber Safety brand globally[1]
with 4 decades of experience

✓ LifeLock™ by norton

#1 most recognized brand in the U.S.[1]
for identity theft protection

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[2], and 62% who do become victims are impacted financially[3]. Despite this, many people find Cyber Safety solutions complicated and difficult to navigate.
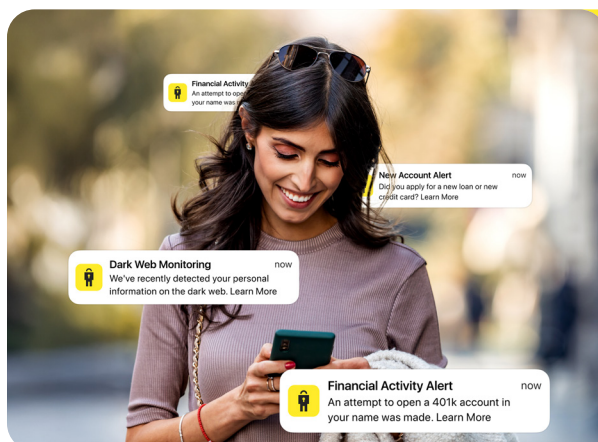
Scams continue to evolve and plague consumers

$1.03 trillion is lost to scams globally[4]

The most common scam people fall victim to are **payment scams**[4]

64% of all mobile malware attacks today are scams[5]

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.
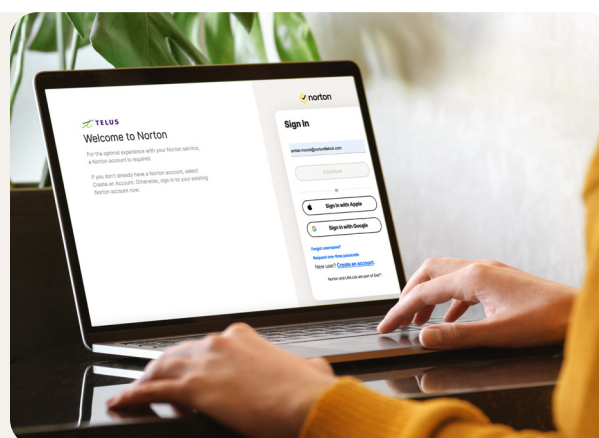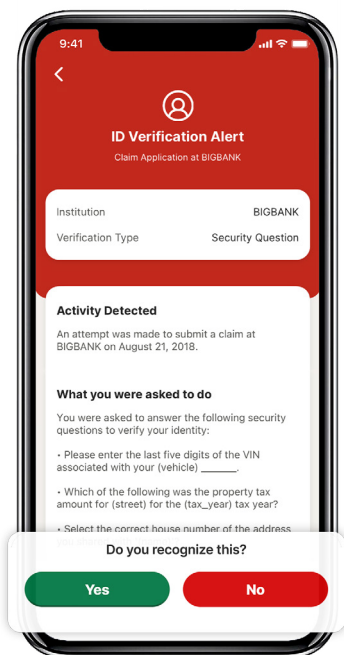
Embedded into your user experience

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

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

Boost your offerings
Add valuable features to your existing service

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

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

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

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

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 7,600 established partnerships in 20+ countries, serving millions
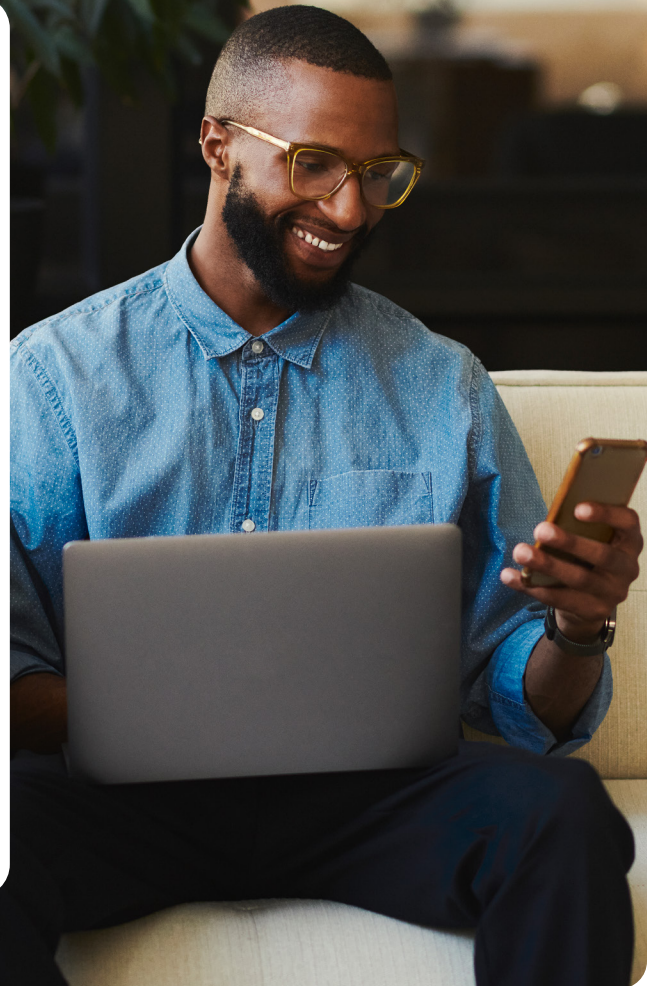
Dedicated support: A Partner Success team that's committed to your success

Scam and identity theft protection*: Customers experience fewer incidents of identity theft and online scams

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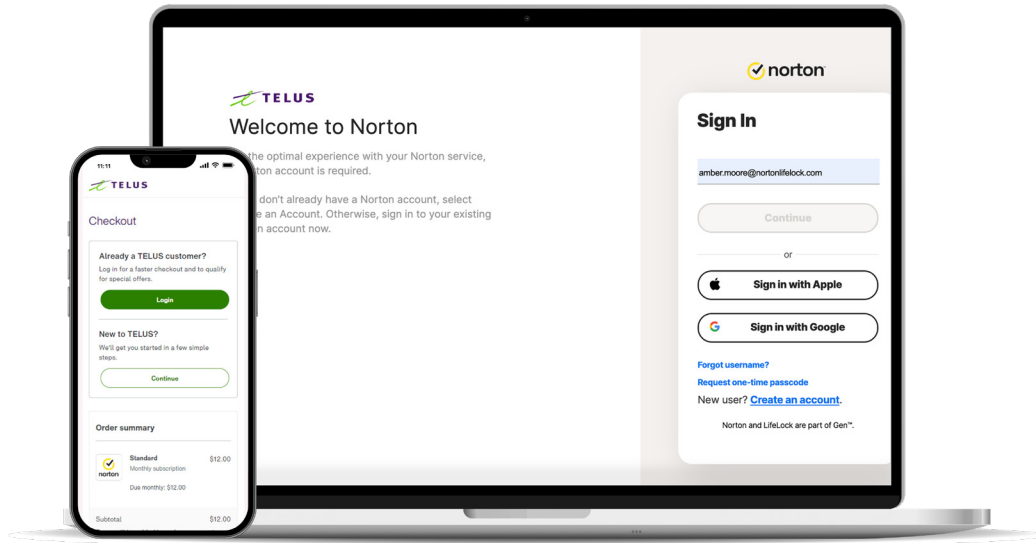
Partnering with industry leaders in:

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

Trusted by industry leaders†

bouygues TELECOM   EE   TELUS   AARP

BEST BUY   amazon   AAA DISCOUNTS REWARDS   vodafone

RE/MAX   tp-link   EarthLink   T

Partner spotlight | TELUS®

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
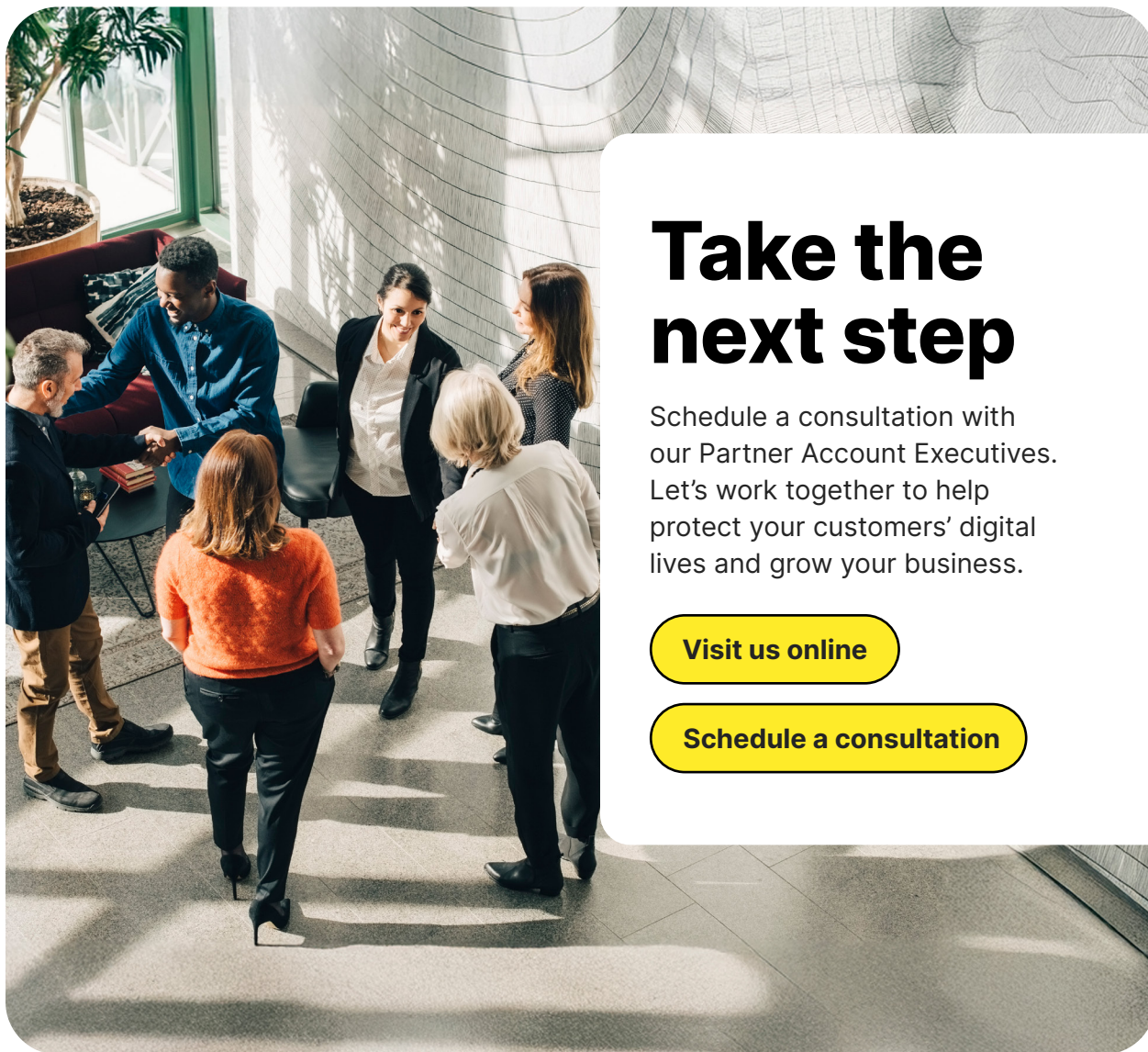
⊘ **90%**
customer retention rate maintained

⊘ **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

[1]Gen™ Brand Tracker, September 2024
[2]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
[3]Based on an online survey of 12,024 adults in 12 countries conducted by Dynata on behalf of Gen in December 2024.
[4]GASA 2024
[5]Gen Q3/2024 Threat Report
* Identity theft protection solutions features 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.