



Deel Advocates

OFFICIAL CUSTOMER ADVOCACY PROGRAM

Contact us at advocates@deel.com with any questions.

Share your **success.** Earn **rewards.**

Share your experience in one-to-one meetings with potential customers and peers.



Connect

Connect with peers who want to hear about your experience using Deel.

Our team can help match you to peers that you want to learn from.



Improve

By connecting, you'll be taught. Learn how peers have achieved breakthroughs.

Earn extra consulting hours with our team.



Influence

You'll get exclusive invites to participate in videos, webinars, and other thought leadership opportunities—helping you grow your personal brand as an HR influencer.



Rewards

Earn points every time you meet with a peer.

Enjoy exclusive Deel Advocates swag.

Welcome

Our customers' success is our most powerful story.

I'm thrilled to welcome you to Deel Advocates! Our goal is to build the world's best customer advocacy program, and you're now a key part of it.

This exclusive community is reserved for customers like you—leaders who are achieving breakthroughs and shaping the future of HR. As a Deel Advocate, you'll have the opportunity to share your success story, connect with industry peers, and earn rewards that elevate your career.

Our mission goes beyond rewards—we want to help you grow your personal brand as a thought leader and extend your influence in the HR space. Through Deel Advocates, you'll connect with passionate professionals from around the world, sparking valuable conversations that energize and inspire.

Welcome again! If you ever have questions or feedback, feel free to reach out to me directly at spencer.cook@deel.com.

Together, we'll create something truly special—where HR leaders like you are helping each other grow and achieve even more.

Spencer Cook
Deel Advocates Lead





d.



**We make it easy
to share your
experience and
earn rewards.**

What makes a great advocate?



There are three things that make a great advocate:

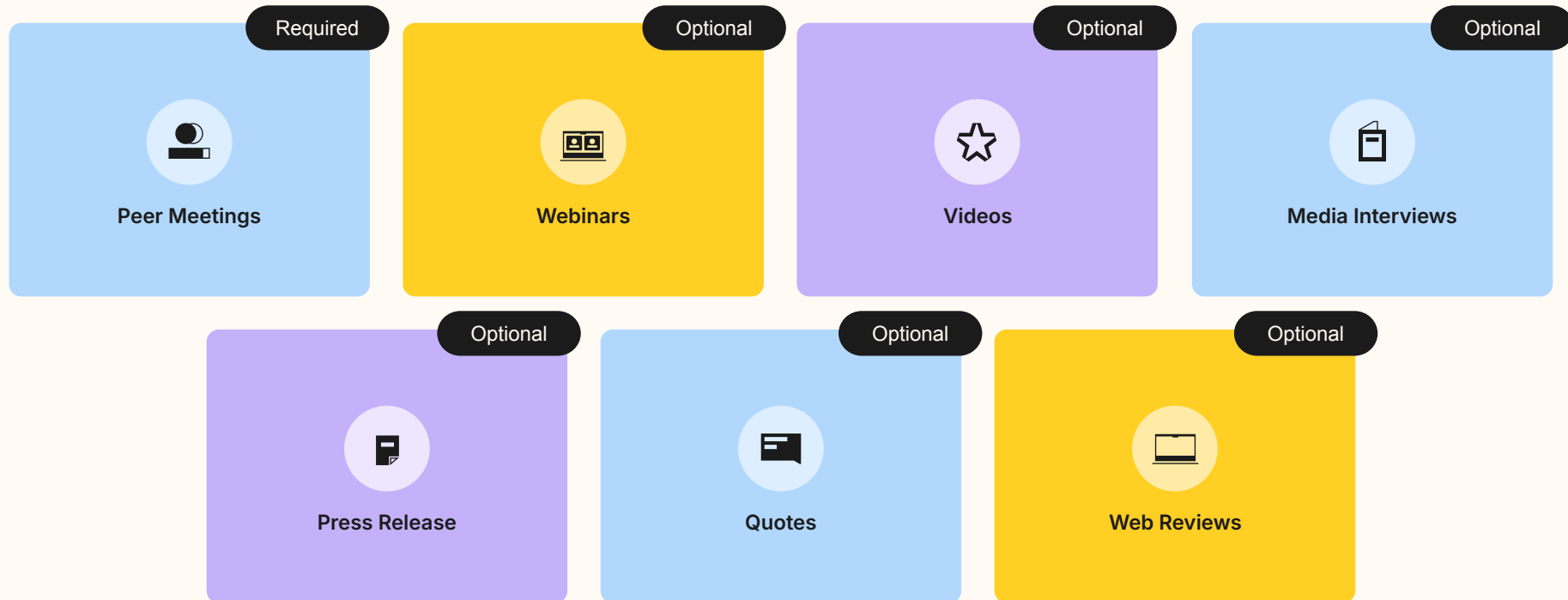
- ✓ Completed the implementation of Deel.
- ✓ Are either a decision maker or program manager. A decision maker is responsible for choosing Deel and business results. Program managers are individuals who are more technical and using Deel frequently.
- ✓ Enjoy talking to peers



What do advocates do?

Advocates are required to be willing to meet with a peer at least once a quarter. These meetings should be personal and authentic. Deel employees usually don't join these meetings, ensuring advocates get the spotlight.

Advocates will also have the opportunity to participate in public activities like case studies, videos, webinars, etc. but these are not required. Any public activities will be approved by the advocate.



Advocate Experience

1

Register

Sign up. Share which Deel products you are willing to talk about, how often you want to be contacted, and any public activities you are interested in.

2

Profile

We'll use your registration details to make a profile in our database.

3

Connect

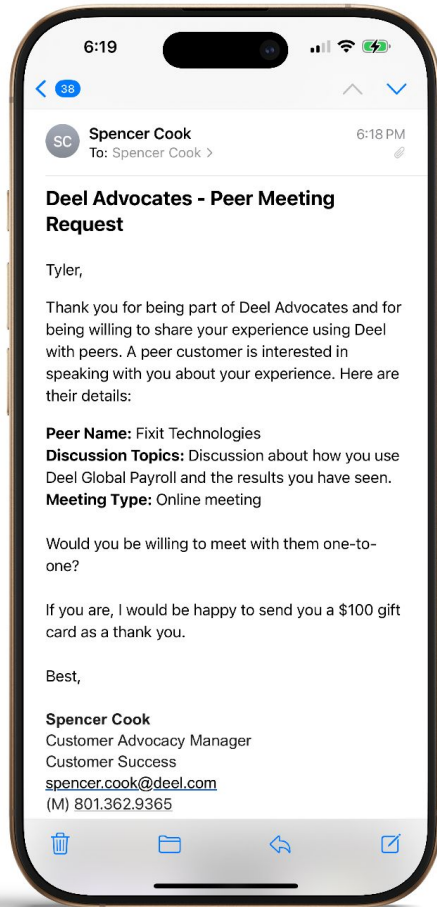
We'll match you with peers looking to talk to someone and help arrange the meeting.

4

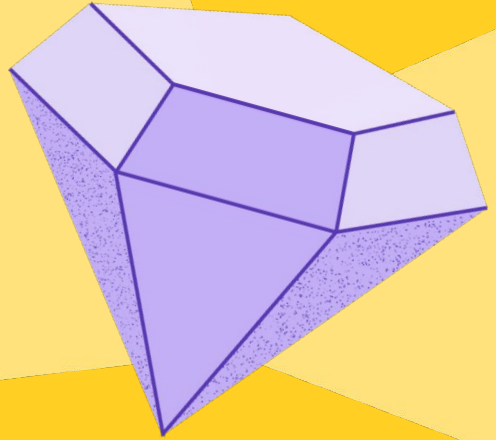
Reward

After meeting with the peer, you'll earn points to use in our Rewards Store.

Example Peer Meeting Request

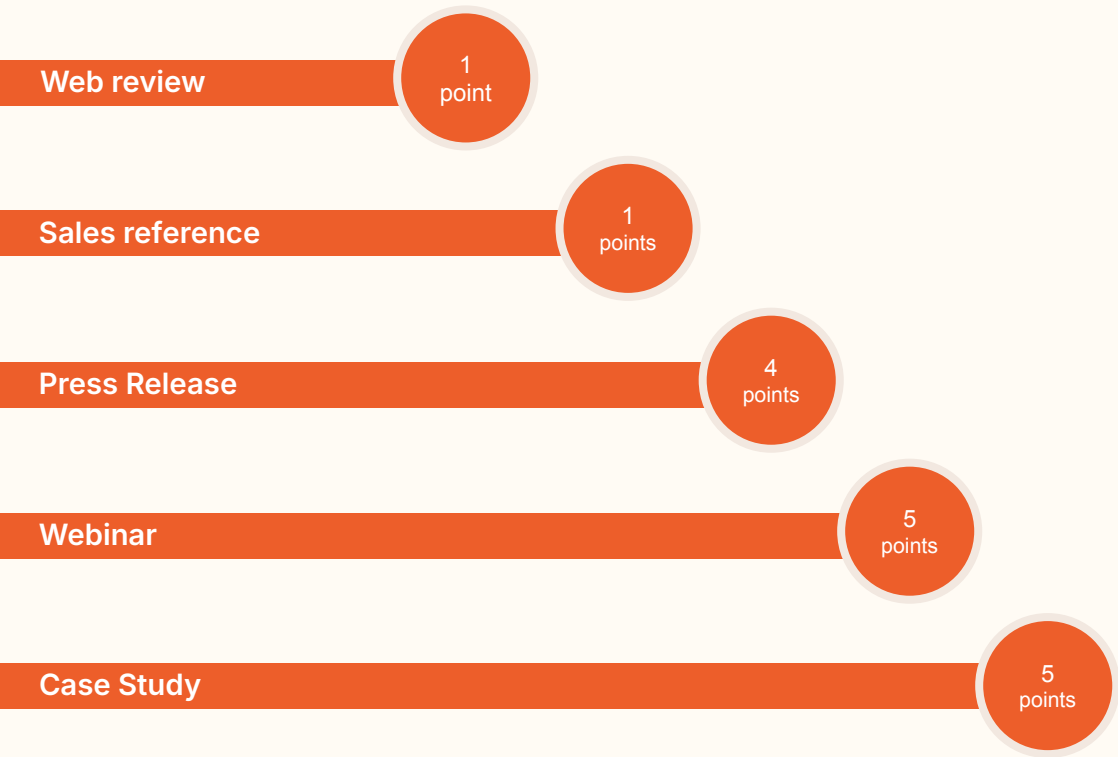


Rewards Store



How to earn points

Earn points for each activity and redeem them anytime in your online wallet.



How to spend points

Log into your Deel Advocates account to check your balance. Redeem your points at anytime.

Gift card

1
point

Deel swag

2
points

Deel billing credits

5
points

Private executive meeting

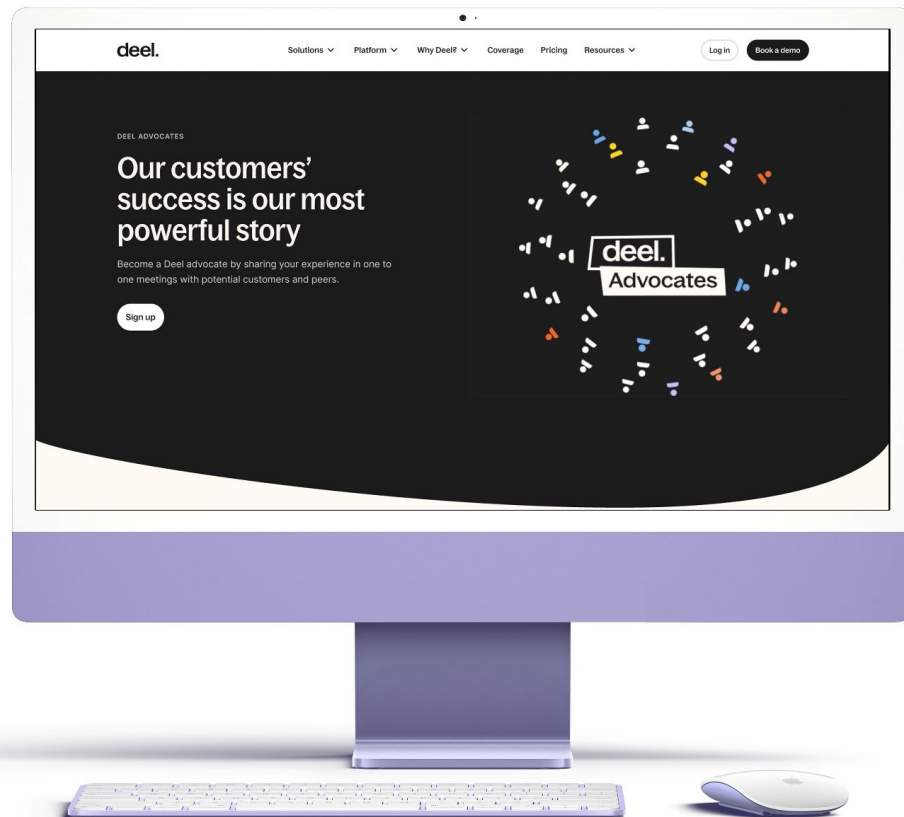
8
points

Exclusive Swag





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