



Partner Integration Guide: Embedded, Hosted, and Affiliate Marketing 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.



Gen is a global company with a family of trusted consumer brands.

Norton is the #1 top-of-mind Cyber Safety brand globally¹ with technology backed by one of the largest consumer cyber threat intelligence networks, with over 500 million customers worldwide.

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 scam², and 62% who do become victims are impacted financially³. 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 globally⁴



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



64% of all mobile malware attacks today are scams⁵



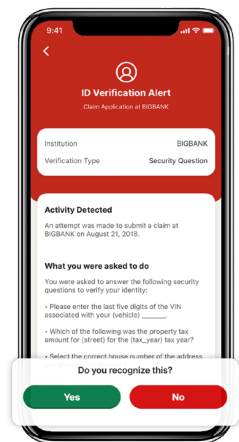


Customers are seeking simple, holistic solutions from trusted providers like financial institutions and service providers.

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 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



Lower development costs

Reduce the time and expense of creating new products



Seamless user experience

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



Stay relevant

Meet evolving customer expectations with cutting-edge solutions



Boost your offerings

Add valuable features to your existing service



API delivery

Simplify integration into your existing ecosystem for seamless lifecycle management

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 #2 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-labelled approach, tailored to match your brand's look and feel.

Benefits of co-branding & white-labelling



Own the customer relationship

Maintain control of pricing, communication, and branding



Fully customisable look and feel

Choose between a co-branded or a white-labelled 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 customisation. Leverage our expertise in Cyber Safety, ongoing user experience testing, and continuous innovation.

Option #3 Affinity marketing model

Unlock new revenue opportunities while enhancing member value through our referral 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 effortlessly by driving traffic to a dedicated co-branded campaign landing page



Leverage trusted brands

Benefit from the recognition and credibility of Gen



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

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



Scan the QR code to learn more or email:
APACpartnerships@gendigital.com

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.

6. AV-TEST Award 2023 for Norton, March 2024.

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