

# Channel Partner

## Incremental Data Installations



### Incentive Detail:

#### Overview

We’re excited to announce a special incentive designed to reward Sub-Agents for driving incremental growth in Data installations. Earn bonuses for every qualifying install beyond your first five — with higher payouts for higher ARPU and volume (Combinable with all other ongoing incentives).

**Sales/Install Window:** September 15 – October 31, 2025

#### Eligibility:

- + Open to all selling Sub-Agents (excluding Digital Marketers) based on Data installations through October 31, 2025.
- + Eligibility begins after a Sub-Agent completes 5 Data installations — bonuses apply starting with the 6th installation through October 31.

#### Incentive Payout Structure (Per Data Installation)

Tier	SPIFF Amount	Volume Qualifier	ARPU Threshold
1	\$50	6–9 Data installations	Less than \$150 ARPU
2	\$100	6–9 Data installations	\$150+ ARPU
3	\$100	10+ Data installations	Less than \$150 ARPU
4	\$200	10+ Data installations	\$150+ ARPU

#### Example:

A Sub-Agent completes **10 data installations**. Bonus eligibility begins with the **6th installation**.

Installs **6–8** @ **<\$150 MRR**

Installs **9–10** @ **>\$150 MRR**

**Total Payout: \$700**

#### Business Rules:

- o Must be Sold and Installed within 9/15/25 – 10/31/25
- o Promotional bonuses will be included in the following month’s commission statement (November)
- o Incentive specifically and strictly for our sub-agents – (excluding Digital Marketers)
- o Installs are defined as sold, scheduled and activated data customer entered in the billing system
- o Construction projects will not count until construction is completed and customer installed/activated in the billing system (within promotional term)
- o ^Fiber to the Premises (FTTP) is the only eligible Fiber service for this incentive, DIA is not eligible
- o \*Data is defined as either Optimum Hybrid Fiber Coax or Optimum Fiber to the Premises (FTTP)
- o **Any partial or full disconnects within the first 12 months after installation will result in a full charge back of any promotional bonuses paid to the Master Agent Partner**
- o Valid for New Data Customer Relationships coax/FTTP installs only
- o Optimum reserves the right to modify or terminate the incentive program at any time
- o Management reserves the right to adjust installation attainment based on non-workable orders
- o Eligible for coax deals ONLY – East & West markets (standard business rules apply)