



★ Q4 2025 Bonus Points FAQ

Level up before the year ends!

To help you finish the year strong, Webflow is launching a Bonus Point Sprint - an exclusive, time-limited campaign that lets you earn **extra points on certifications, site plan sales, and add-ons** between **November 1, 2025 and January 31, 2026**.

This sprint is your opportunity to **secure or move up a tier before points reset** for the new program year.

🏆 Why should I participate?

Because every point counts toward your next tier — and tiers unlock bigger benefits.

- **Earn more points, faster:** During this promotional period, you'll automatically earn **20% more points** on every site plan sale and add-on. For example, a CMS plan that was previously worth 150 points will now earn you 180 points.

- **Move up a tier before points reset:** Points reset annually, but **your tier status carries over**, meaning you can lock in your benefits for the next year now.
- **Showcase your expertise:** Completing certifications increases your credibility with clients and visibility within Webflow's partner ecosystem.
- **Boost your revenue:** Certified teams close more sales, and higher tiers often lead to more referrals and co-selling opportunities.



What's new about this campaign?

This campaign is designed to help you:

- **Earn faster:** Gain **bonus points** for actions you're already taking — like completing certifications and selling site plans.
- **Strengthen your team:** Encourage multiple team members to get certified and earn incremental points for each one.
- **Drive more sales:** Site plan and add-on purchases now earn **20% more points** through January 31, 2026.



How do I earn bonus points?

You can earn bonus points in **three main ways** during the sprint period (November 1, 2025 – January 31, 2026):

Category	Action	Bonus Points Available
Practitioner Certification	Complete the Webflow Practitioner Certification exam	<ul style="list-style-type: none"> ● +150 points for the first certified team member ● +50 points per additional member ● Up to 4 total / 300-point cap

	Take the exam HERE	
Enterprise Sales Certification	Complete the Enterprise Sales Certification exam Enroll HERE	<ul style="list-style-type: none"> ● +150 points for the first certified team member ● +50 points per additional member ● Up to 4 total / 300-point cap
Site Plans & Add-ons	Earn points from new site plan and add-ons sales	<ul style="list-style-type: none"> ● +20% bonus applied automatically

How do I know if I'm earning bonus points?

- **For Certifications:**
 - Points are awarded monthly.
 - Only certifications completed between **November 1, 2025 and January 31, 2026** qualify.
 - Retroactive points cannot be granted for certifications earned before November.
- **For Site Plans & Add-ons:**
 - Bonus points are **automatically calculated**.
 - You'll see a **20% increase** on the standard point values for eligible sales during the campaign period.

When does the campaign run?

- **Start Date:** November 1, 2025

- **End Date:** January 31, 2026
- **Points Reset:** February 2026 (new program year)

What happens after points reset?

Your **points will reset**, but your **tier status carries over**.

That means if you level up to Premium tier during this sprint, you'll **keep that status** into the new program year — along with all the perks and visibility that come with it.

What is the Partner Sandbox, and why should I explore it now?

Your **Partner Sandbox** is a dedicated Webflow environment that lets you **experiment, test, and demo** new Webflow features without impacting live client projects.

If you haven't yet accepted your Sandbox invite — now's the perfect time:

- It's your **safe space to explore and test** all new Webflow features, including Webflow add ons like **Optimize, Analyze, and Localization**.
 - Easily demo these features to your clients with **pre-configured demo data for Optimize and Analyze** (NEW). Optimize and Analyze demo modes let you show clients exactly how Webflow can track and optimize site performance — helping you demonstrate value more effectively.
 - By mastering add-ons in your Sandbox, you can **sell Analyze, Optimize, and Localization with confidence**, driving higher-value projects and earning **20% more bonus points** on those add-on sales during the sprint.
- ♦ *Want to learn more about how to leverage your sandbox? Check out [this resource](#). Don't have access to your sandbox? [Contact us](#).*



What are the benefits of moving up a tier?

Each tier in the Webflow Partner Program comes with additional benefits, including:

- Enhanced visibility in the **Webflow Partner Directory** and **Partner Matchmaking**
- Access to **co-selling and referral opportunities**
- **Priority support** and partner enablement resources
- Eligibility for **marketing development funds (MDF)**, exclusive campaigns and events

Moving up before the year resets helps you start the next program year with **momentum, visibility, and more earning potential.**



Can multiple people on my team earn points for certifications?

Yes!

Your first certified team member earns 150 points, and each additional certified team member earns **+50 incremental points**, up to four total team members (300-point cap per certification type).

This is a great time to encourage your team to get certified together and **maximize your agency's collective points.**



Any tips for making the most of the sprint?

- **Use your certification vouchers:** If you already have Practitioner vouchers, redeem them now for maximum value.
 - Can't find your certification vouchers? Contact certifications@webflow.com.
- **Encourage your team:** Each certified teammate increases your credibility and your points.

- **Track your sales:** Every site plan or renewal you close this quarter earns you **20% more** — make sure to [submit Enterprise leads through PartnerStack](#), if applicable.
- **Engage early:** Don't wait until January — completing actions early ensures your points are tracked and applied before the program year resets.

Where can I learn more or ask questions?

- **Partner Slack:** Join the conversation in the [#partner-announcements](#) channel for updates and reminders. If you have any additional questions or support issues please [submit a support ticket](#).