



Zoho Corporation

Introduction to Zoho Thrive

What is Thrive?

Zoho Thrive is a marketing software that helps businesses build and run performance-based marketing (pay-per-result) programs like affiliate and loyalty for their business.

Affiliate program

Affiliate programs are where a third-party (affiliate) registers to promote your business. An affiliate is commissioned for every successful signup, or purchase generation.

Loyalty program

The sole purpose of a loyalty program is customer engagement, retention, and advocacy of a business' existing customers. Tasks that initiate specific actions form the base and when completed, a reward is given to ensure the former promises.

Why Zoho Thrive?

Most businesses spend too much money on branding. They need to focus on the bottom line to stay profitable. Performance marketing arose from a need to decrease cost per acquisition and increase ROI.

Thrive is a one-stop solution aimed at customer growth and retention. From SMBs to enterprises, and acquisition to retention, Thrive marketing programs let businesses pay when a specific task or action is completed, rather than spending on impressions or clicks.