



MSP Partner Program

Built by MSPs. For MSPs

dnsfilter.com

More threats. Tighter margins. Smarter tools needed.

Your clients face a sharper threat landscape than they did two years ago, and the stakes could not be higher as they tackle AI-generated phishing, lookalike domains, and credential attacks. Compliance requirements, including HIPAA, CMMC, CIS Controls, make standardized security stacks non-negotiable.

Founded by an MSP, DNSFilter is designed from the ground up to help our partners earn revenue while protecting your customers. Our DNS security solutions fit the way your business operates: multi-tenant by default, fast to deploy across all your client networks, white-label reporting, no required hardware, and pricing for MSP economics — not enterprise procurement cycles.

With DNS-layer protection, you help clients block phishing infrastructure and malware before it reaches the endpoint. Every DNS query is scored in real time against AI models trained on billions of lookups.

Phishing pages, malware infrastructure, command-and-control servers, and policy-violating content get blocked before the connection completes before the TCP handshake, before any data moves. For an MSP, the operational effect is direct: threats blocked at the DNS layer don't become tickets.

“The new DNSFilter MSP Program reflects exactly what we've always valued about this partnership: a team that understands how MSPs operate and builds programs to match. For Mainstay, **DNS protection isn't optional; it's a non-negotiable first layer of defense** for every client we onboard. Having a partner program that reinforces that model with the right pricing, support, and tooling makes it easier for us to deliver consistent security outcomes at scale.

Rick Dupuis - Sr. Manager, Technical Solutions, Mainstay Technologies

Why join the DNSFilter MSP Partner Program

As a DNSFilter partner, you earn revenue while protecting your clients. We grow as you grow — offering discounts off retail pricing, upgraded features not available in a standard account, and the opportunity to guide the continued

the opportunity to guide the continued development of our solution. Standardized MSP pricing across every channel keeps it profitable as you scale to earn greater profit margins.

THE SCALE BEHIND DNSFILTER

7.4 T queries/month
~247B per day

1M+ managed devices
+97K active sites

The DNSFilter Partner Program includes three levels: Select, Accelerator, and Strategic. Every MSP using DNSFilter — direct or through a distributor — is welcomed as a Select partner. Partners expanding with us join the Accelerator tier by application or invitation, gaining a dedicated Strategic Account Manager and deeper margin with a laddered discount by the number of deployed endpoints.

Accelerator partners also get a dedicated partner marketing advisor and an asset library: white-label kits by vertical industry, client-facing one-pagers,

and campaign-in-a-box resources. The goal is to put the same demand-generation muscle that enterprise vendors reserve for big channel partners into the hands of every MSP in the program, day one.

As your spend increases, partners may be invited into the Strategic tier, gaining access to a dedicated account manager, a seat on the DNSFilter MSP Advisory Council, customized training and enablement, and deeper GTM collaboration fueled by MDF.

6000+

MSP users

A peer network growing revenue on the same platform you'd deploy today.

235M

Threats blocked daily

Stopped at the DNS layer before a ticket ever exists.

79%

Threats use DNS

So the DNS layer is where you block the most, for the least effort.

Protecting

65M+

people every day
on roughly 7.4 trillion DNS queries per month

200B

DNS queries per day, global dual anycast network

Fewer tickets. More margin.

45,000+

organization protected
worldwide

2 million

queries resolved
per second

5 billion

unwanted-content
events filtered **daily**

1

MARGIN AND COST

Standardized MSP pricing, with volume discounts that deepen as you add endpoints.

A full cost breakdown per client, and the billing plan you choose for each.

2

RUN IT AT SCALE

Multitenancy: create, configure, and manage every client org from one dashboard.

Connect our API to your reporting, integrations, and customer-facing apps. L1 runs policy across every client; your architects stay on high-value work.

3

THREATS THAT NEVER BECOME WORK

Blocked at the DNS layer, threats never reach the endpoint — so they never become a ticket.

Lookalike and newly-registered domains flagged live, ~10 days ahead of feed-driven tools.

4

COMPLIANCE, HANDLED

Audit-ready reporting for HIPAA, CMMC and CIS Controls, with no manual lift.

We grow as you grow

The program is a climb, not a checkbox. **Select** → **Accelerator** → **Strategic**, with every tier stacking the benefits of the one below, so margin, marketing muscle, and enablement grow with your commitment.

TIER 1

Select

- ✓ Every MSP, direct or distributor, welcomed
- ✓ Standardized MSP pricing
- ✓ Technical & sales training
- ✓ Instant approval; benefits from day one
- ✓ Partner portal with training, certification, and campaign/collateral library

TIER 2

Accelerator

Everything in Select, plus:

- ✓ Laddered volume discounts by deployed end points
- ✓ Partner portal plus customized training on request
- ✓ Co-sell collaboration: named account manager, sales engineer, deal-level support
- ✓ Co-marketing: custom/vertical campaigns, MDF

TIER 3

Strategic

Everything in Accelerator, plus:

- ✓ Dedicated Strategic Account Manager
- ✓ Dedicated partner marketing advisor, plus custom white-label, co-branded demand gen campaigns, assets, case studies, and ongoing MDF
- ✓ Quarterly GTM reviews
- ✓ MSP Advisory Council, beta program, and product roadmap participation

What it means for your business

	Select	Accelerator	Strategic
Account management	Standard SLAs	Named account manager	Dedicated Strategic Account Manager, joint sales motion
Partner portal	Full access to collateral, training, campaign library	Full access plus tier-specific, custom assets	Full access plus tier specific resources, co-sell playbook, customized training
Training & enablement	Self-paced technician certification, sales enablement library	Partner library plus team training on request. Sales engineer available for deal-level support.	Custom training built around your team and your verticals. Sales engineer pairing on strategic deals.
Marketing & demand gen	Self-serve white-label library, new campaigns added quarterly. Logo and name rights; eligible for blog and community spotlights on review.	Select tier plus partner marketing contact for guidance on campaigns and asks. Featured in blogs, podcasts, community spotlights, webinars. Eligible for case studies.	Dedicated advisor and GTM plan, full white-label/co-branded assets. At least 1 campaign per quarter (case study, webinar, blog, podcast, social media).
MDF	Not included	Proposal-based	Proposal-based
Business reviews	Not included	Annual business review	Quarterly business review with security posture review
Product input	Public feedback channels	Early preview of new products and functionality	MSP Advisory Council, beta program participation

Program Requirements

What it takes to join, and what it takes to climb. Requirements grow with the benefits as you move up the tiers.



To join

ALL TIERS

- ✓ \$150 monthly minimum revenue commitment
- ✓ Technical and sales training
- ✓ Certification (recommended)



To advance

ACCELERATOR & STRATEGIC

- ✓ Growth thresholds
- ✓ Ongoing business pipeline reviews
- ✓ Case studies
- ✓ Annual partner tier review

How to engage

01

New to DNSFilter

Start a free trial [here](#). Choose MSP at signup and you're a Select Partner. No application, no waiting period.

02

Already a partner

Your account is on file. Email partnersmsp@dnsfilter.com and we'll connect you with the right DNSFilter Account Manager and walk you through the program.

03

Interested in Accelerator or Strategic

Accelerator and Strategic is by invitation-only. If you think you're a fit or are working toward it, let's start the conversation. Reach out to talk to your DNSFilter Account Manager.

From the team at **DNSFilter**.
Built by MSPs, for MSPs.