You are asking the wrong programme.

Priya Shah · Kinsta partner ask · 11 August 2026

DO NOT ASK FOR A BETTER AFFILIATE RATE. Four tracked conversions is below the floor, and asking anyway costs credibility that takes two years to rebuild. **Apply to Kinsta's Agency Partner Program instead.** Qualification is MRR under management, not affiliate conversions, and your fourteen client accounts already put you in the middle tier. You have been eligible since roughly 2023.

Tracked conversions	Untracked client accounts	MRR under management	Tier qualified for
4	14	~$845	Select
Below the floor	The real case	Estimate	$300+ MRR

WHY NOT THE RATE ASK

Four tracked conversions in four months is below the floor for a custom rate. A partner manager reading "four referrals, can I have double the rate" concludes the sender does not understand the business, and that impression sits on the account for years.

The floor is roughly: enough conversions that the manager would recognise your account without looking it up. You are not there.

Come back to the rate conversation at around 25 tracked conversions, or once the recurring base alone produces over $100 a month. On current trajectory, mid-2027.

That would normally end this run with a recommendation to ask for something that costs the merchant nothing. There is a much better move sitting in plain sight.

THE PROGRAMME YOU SHOULD BE IN

Kinsta runs a **separate Agency Partner Program**, distinct from the affiliate programme, with a published tier table. The grader flagged its existence in April as a question worth asking. This is the answer.

	ENTRY	SELECT	ELITE
Qualification	$100+ MRR	**Agency Plan or $300+ MRR**	$1,000+ MRR
Partner badge	yes	yes	yes
Co-selling	yes	yes	yes
Test account access	yes	yes	yes
Free WP2 plan, personal sites	no	**yes**	yes
Agency Directory listing	no	**yes**	yes
Co-marketing	no	**yes**	yes
Lead referrals	no	**Limited**	Full
Dedicated partner manager	no	no	yes
Kinsta Affiliate Programme	Optional	**Optional**	Optional

> The tick marks in Kinsta's own table are images rather than text, so the pattern above is read from which cells carry a dash. Verify on the page before relying on any single row.

FOUR THINGS ABOUT THAT TABLE

1. **Qualification is MRR under management, not affiliate conversions.** Your four tracked referrals are irrelevant to it. What counts is the hosting spend you are responsible for.
2. **You already qualify for Select.** Fourteen client accounts plus four from the promoting business, at your mix of Starter and Pro, is roughly **$845 monthly recurring**, comfortably past the $300 threshold. That figure is an estimate from your account mix and you must check it in MyKinsta before sending anything.
3. **Elite is closer than it looks.** $1,000 MRR is about $155 more: three Pro accounts, or four or five Starters. You added four referrals in four months without trying especially hard.
4. **Affiliate is marked Optional at every tier.** You are not choosing between them. You keep the 10% recurring and add the partner benefits on top.

There is no fee to join.

WHAT SELECT IS ACTUALLY WORTH

The commission line is not the interesting part.

BENEFIT	EST. ANNUAL VALUE	NOTE
Lead referrals	**£2,500+**	Kinsta refers clients needing development and design to Select and Elite partners. One project at your rates. This is the one that matters
Free WP2 plan	~£660	Direct saving
Agency Directory listing	Unknown	Inbound, from a company with 300+ partner agencies
Co-marketing and webinars	Unknown	Distribution for writing you are already doing
Rough total	**£3,160+**	Against £196.72 of commission in four months

Everything above except the WP2 saving is an estimate and is labelled as one. The shape is not in doubt though: **the partner programme is plausibly worth ten times your entire commission line, and you have been eligible for about three years without knowing.**

THE REASON IT MATTERS MORE THAN THE MONEY

Lead referrals are inbound client work. That is the thing your freelance income actually needs, and the commission line was never going to fix it on its own.

This worker exists to get you paid more for conversions you already produce. In this case the answer is that the conversions were never the asset. The fourteen accounts were, and you have been handing them over for free since 2023.

THE ASK

Primary: apply to the Agency Partner Program at Select, naming your MRR. RECOMMENDED

Fallback: if they place you at Entry, ask specifically for the Directory listing and co-marketing, and ask which MRR figure they are reading. FALLBACK

Ruled out: a custom affiliate rate, until roughly 25 tracked conversions. PREMATURE

THE EMAIL

To the partnerships team via the form on the programme page. Not the founder. Kinsta is large enough that a founder email gets forwarded to partnerships, and the forward loses the framing.

Subject: Agency Partner Program, 14 client accounts already on Kinsta

> Hello,
>
> I run a one-person web studio in Leeds. Nine years, around 110 small business sites built, and I currently have **fourteen client sites on Kinsta, roughly $845 a month in recurring**

across those accounts.

I have been putting clients on Kinsta since 2023 and only joined the affiliate programme in April this year, so most of that volume was never tracked against anything.

I would like to apply for the Agency Partner Program. On your published tiers that puts me in **Select** on current MRR, and I would expect to clear Elite inside twelve months on the rate I have been adding accounts.

What I would do with it: I write publicly about hosting decisions for freelancers and small studios, roughly weekly, to a list of just under 400. A long-form piece on migrating a client book off reseller hosting goes out this quarter. Co-marketing is genuinely useful to me and I would use it rather than let it sit.

Is a short call worth having, or is the form the right route?

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197 words. Numbers in the second line, one ask, a commitment attached, an easy yes at the end. **No praise of the product:** they know it is good, and opening with it reads as softening somebody up.

The full follow-up, the reply for being placed at Entry, and the counter-offer floor are all drafted in partner-ask-kinsta.md.

THE FLOOR, AND THE ONE POINT WHERE THE ANSWER IS NO

- **Accept anything at or above** Entry plus the affiliate programme retained. Better than today, at zero cost. There is no losing outcome here.
- **Push once for** Select, on the MRR arithmetic. That is where lead referrals and the directory listing start.
- **Walk away if** joining requires giving up the affiliate programme. The table says optional at every tier so it should not arise, but get it in writing before signing.

BEFORE YOU SEND: log into MyKinsta and total the fourteen accounts properly. The $845 is built from an assumed tier mix and the email states it as fact. Do not send a number you have not checked. Also confirm all fourteen sit under one MyKinsta company: scattered across several, the application looks smaller than the business is.