BlueThread

ZAPIER SOLUTION PARTNER

Partner Prime one-pager · Nov 2026

BLUETHREAD FOR ZAPIER CUSTOMERS

Automation that moves revenue. *Built by operators.*

BlueThread is an operator-led partnership advisory. We run RevOps and partner RevOps for B2B software companies, and Zapier is one of the tools we use to make it work. **We start from the revenue process, then automate the parts that matter:** lead routing, partner attribution, onboarding, deal registration, and reporting. We augment Zapier's customer success and professional services teams. We do not replace them.

At a glance. *Who we are.*

CREDENTIALS

Silver
Zapier Solution Partner and member of the Partner Prime cohort

10+ yrs
Building automation and revenue systems at Microsoft, Automation Anywhere, and Gong

2.5x
Partner-sourced pipeline growth at Arcoro in 2026, from our Partner RevOps work.

US + APAC
Coverage across US time zones and Australia and New Zealand. English.

Three industries. *Where we are strongest.*

INDUSTRIES AND USE CASES

01
B2B SaaS and ISVs
Partner and co-sell motions in HubSpot or Salesforce. Use cases: referral and deal registration intake, partner attribution, lead routing to the right owner.

02
Distribution and channel
Distributors, marketplaces, and resellers. Use cases: partner onboarding flows, program enrollment, sell-through and sourced revenue reporting.

03
PE-backed portfolio companies
Operators who need partner revenue made visible to the board. Use cases: one view of sourced and influenced revenue, clean CRM data, AI-assisted reporting.

Ideal fit. *When to bring us in.*

CUSTOMER AND PROJECT FIT

GREAT FIT

B2B companies with a partner, channel, or referral motion, running HubSpot or Salesforce, where leads, registrations, or attribution live outside the CRM. We give an honest call on Zapier vs. a direct API build vs. an agent, with a view of task cost.

TYPICAL PROJECTS

Zap audits and health checks. Lead routing for referred and registered leads. Deal registration that feeds the CRM. Partner onboarding. Sourced and influenced revenue reporting. AI-assisted builds plus builder training.

Packages. *Start small, earn the next step.*

PRICING AND PACKAGING

Working session
$250
One hour to fix something live or plan from the workflow. Credited toward Starter within 30 days.

Starter
$3,000
Focused audit, ranked workflow list, one build or fix, handover docs.

Core
$5,000
Full audit, roadmap, three to five tested builds, one training, monthly check-in.

Plus
$10,000
Core plus a 90-day plan, eight to ten builds incl. AI, two trainings, biweekly check-ins.

Custom
Let's talk
Larger scopes, bulk hours, or work alongside Zapier's own success package.

BlueThread — Operator-led partnership advisory

bluethread.io/marketplace/zapier — Book a call

TEAM

Rob Moyer — FOUNDER

Alyssa Moyer — PARTNER AUTOMATION AND ANALYTICS

Tim Acker — SENIOR ADVISOR

Brandon Sizemore — REVOPS AND AUTOMATION

Nicky Bhatty — PARTNER REVENUE ARCHITECT

LOCATION AND COVERAGE

SF Bay Area and New York. US Pacific to Eastern, plus Australia and New Zealand. English.

WHERE WE WORK

Gong (official partner), HubSpot, Salesforce, Euler, WorkSpan. Partner RevOps proof: Arcoro grew partner-sourced pipeline ~2.5x in 2026.

ZAPIER PAGE

bluethread.io/marketplace/zapier
Packages and a request form.