Pass Studio for Agency Partners — How It Works

The whole partnership on one page. Live version: thepassstudio.com/agencies/partner-terms

The model in one paragraph

You hold one Pass Studio account. Each client is a brand workspace under it — separate passes, holders, analytics, and branding. You buy credits centrally and allocate them across client workspaces; moving credits between workspaces is one click. Pass Studio bills you and only you — your clients never see us, and what you charge them is your business. There is no partner tier and nothing to negotiate: the public rates are already your cost basis.

The economics — usage-based, tied to validated engagement events

Credits are consumed by actions, never by existence. A pass sitting in a customer's wallet costs nothing, forever — a dormant campaign has near-zero overhead, and success never raises the software bill by itself.

Action	Pay-as-you-go	Growth / Pro
Design a pass	10 credits, one-time	10 credits, one-time
Issue a pass	1 credit per install	1 credit per install
Update all holders of a pass	1 credit per push — any audience size	same
Bulk campaign push	1 credit per holder	1 credit per 50 holders
Redemption scan	1 credit per scan	1 credit per 15-min window per register per pass
Barcode pool upload	1 credit per code	1 credit per 500 codes

Free on every plan: holder lookups, revokes, webhooks (with retries), loyalty and order API calls, no-change updates, and issuance dedupe hits — retried automations never double-bill. A scan is never blocked by an empty balance; the redemption completes and only the charge is skipped.

Credit packs: 100/$5 · 500/$20 · 2,000/$70 · 10,000/$299 (≈3¢/action) — packs never expire. Plans: Growth $49/mo (2,000 credits, rollover) · Pro $149/mo (10,000, rollover). Worked examples: a 1,500-member loyalty client runs about $120/month; a 5,000-install campaign with one bulk push and 2,000 register scans is about $360.

Team billing that fits any setup

Every client workspace is its own billing entity — and you choose, per workspace, how it pays:

Independent. The workspace has its own wallet and its own optional plan. Bill the client directly, or top the workspace up from your credits — moving credits between workspaces is one click.

Billed through you. Set a workspace to bill through your account: it inherits your plan and rates, its actions draw from your balance, and its billing page shows only “Billed through you” — no prices, no plan pickers, nothing for client staff to see. Your ledger tags every action with the workspace it was billed for.

Structured how your business is structured. Billing relationships chain: an agency account can bill a company workspace that bills its brand workspaces — holding-company clients, multi-brand retainers, or a flat list all work the same way.

Reversible. Release a workspace any time; it falls back to the free plan and sets up its own billing — the natural handoff when a client takes a program in-house.

Mix all of these freely across your client list. Billing pages are visible to workspace owners only.

Attribution — the retainer-closer

First-touch UTM parameters are stamped at issuance (API, share link, form, or integration) and preserved for the life of the pass. Every event the pass ever emits — install, update, register scan, redemption, order — carries the acquiring campaign. Redemptions arrive pre-attributed: offline ROI is a report, not a data-engineering project. Events stream to your client's Segment workspace (300+ destinations) in three privacy modes, from events-only through anonymous personas (opaque IDs, no PII leaves Pass Studio) to full identity, with automatic alias stitching when an anonymous holder becomes known.

Attribution is first-touch by design and we say so — position it to clients as measurement that supports ROI analysis, not as causal proof.

Due-diligence answers — the questions your client's team will ask

Identity & dedupe	Holders match on email, phone (right-to-left digits), your customer ID, or holder ID; re-issuing returns the existing card. Anonymous issuance supported.

Idempotency	Every mutating endpoint takes an externalRef; replays return the original result. Documented 202/402/429 semantics; 600 requests/min per key.
API access	REST API and signed webhooks on every plan, including free. Only actions are metered.
Client isolation	Workspaces have separate passes, holders, analytics, and branding; invite client staff or don't.
Data protection	Standard DPA (/legal/dpa); deletion or anonymization within 30 days of termination; named subprocessors; anonymous mode keeps customer email/phone inside Pass Studio.
Certificates	Passes sign under Pass Studio's Apple certificate by default. Bring your client's own certificate for full white-label (their $99/yr Apple account).
When a client leaves	Talk to us — we help transition the workspace. Holders and pass data are exportable via API and Segment throughout.

Built to disrupt the wallet-marketing business

We're the young platform in this market, and young only works one way: disrupt. That's why everything above breaks the incumbent playbook — per-action pricing where the established platforms bill for passes sitting idle in wallets, an API on every tier where others gate it behind premium plans, attribution native to the data model instead of promised on a slide, and public rates instead of partner tiers to qualify for. The economics you just read aren't a discount — they're a different model, and it delivers the same service at far better terms.

Our contractual posture is standard SaaS — as-available service with liability capped at 12 months of fees under our terms (Washington law). A committed SLA is available under an enterprise contract; terms and pricing are set per agreement. Still on the roadmap: SSO, cross-client roll-up reporting, a sandbox. Everything else on this page ships today — prove it on one client: the 50 welcome credits cover a full pilot pass and a handful of installs, and every claim here is verifiable in our public docs before you spend a dollar.

Start: thepassstudio.com — design the first pass in ~10 minutes, add a workspace per client. **Questions:** support@thepassstudio.com