



## Ambassador + B2B Software & Services

# Seamless Integration and a 300% Jump in Conversions

Here's a question we hear often: Build a referral marketing program in-house or invest in a more dynamic solution?

This was the case for a client in the B2B software and services industry, that was debating which direction to go in when they approached Ambassador. Three years later, the organization couldn't be happier that it chose the latter.



### BY THE NUMBERS

A Closer Look at the Data

**15,000**

Number of businesses using the client's B2B platform

**500,000**

Total number of users

**300%**

Referral conversion rate vs. all other channels combined

“ Ambassador has been a huge help – not only in getting us started, but in customizing a solution that fits exactly what we need.

- Founder and CEO

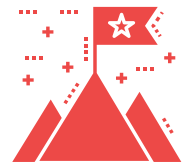
## THE COMPANY

A global B2B software and services company in the tech industry providing solutions for brands like Uber, Tesla, Ben & Jerry's, GrubHub, and Winmark.



## THE CHALLENGE

As the organization grew, it faced a challenge most SaaS companies dream of: The business had a large base of loyal customers who were eager to spread the word about the service, but no way to measure and track those referrals. Without that capability, the business was missing out on valuable data and the opportunity



## THE SOLUTION

To address this problem, the company considered building a referral marketing program in-house, but doing that would have required weeks (if not months) of development. So, it turned to Ambassador. By leveraging Ambassador's open API, the company was able to:

- Create a referral experience that was tailored to its specific needs and branding
- Maintain complete control over the design, UX, and UI of their referral program
- Integrate the referral program with other key systems and infrastructure



## THE RESULTS

It didn't take long for the investment to pay off. Soon after implementing Ambassador, the company saw a conversion rate from referrals that was 300% higher than all other marketing channels combined. As the Ambassador platform develops, the B2B company expects those numbers to go up.

*"The product just keeps getting better and better. The team is sound and mindful of the future. I have total faith in their roadmap." - Founder & CEO*



Want to learn more about how Ambassador's referral marketing platform can help your business? [Let's talk.](#)