



+  Ambassador

# Making a Complex Process Feel Simple



Successful referral programs revolve around three core ingredients: A great product, relentless customer service, and a platform that makes the referral process incredibly simple for all parties. Men's fashion brand Gentleman's Box had the first two nailed. Ambassador provided the missing piece.



## BY THE NUMBERS

A Closer Look  
at Gentleman's  
Box's Success Story

10%

Month-over-month  
new user growth

60,000+

Subscriptions Driven  
for GQ Magazine

20%

Percentage of all new  
sign-ups coming from  
Ambassador



With (Ambassador), it's been super easy for our affiliates, influencers, and current customers to take advantage of the program. Ultimately, that ease-of-use is great for everyone involved.

Chris George, Co-founder and CEO, Gentleman's Box



## THE COMPANY

When Chris George and his co-founder launched Gentleman's Box in 2014, the idea was born from a personal pain point. "We were both busy guys who didn't have time to shop and we wanted to find an easy way to discover new lifestyle and grooming products," George says. "The product was a solution to our own need, but we thought it could help thousands of other guys solve a similar problem."

Their hunch was spot on. A year after launching the subscription box service (which ships 4-5 lifestyle products, 1-2 grooming products, and the most recent copy of GQ magazine each month), the brand was experiencing rapid month-over-month user growth.



## THE CHALLENGE

George says the brand's partnership with GQ was a huge coup. As part of the deal, Gentleman's Box gained access to GQ's assets and the companies are currently working on a co-sponsored box together.

From that perspective, Gentleman's Box had nailed the first two ingredients of what George believes makes up an effective referral program: A great product and a clear sense of what customers want. The lone missing ingredient: A platform that would make the referral process as simple, enjoyable, and rewarding as possible.



## OUR SOLUTION

To address that final piece of the puzzle, Gentleman's Box reached out to Ambassador. More than anything, George was drawn to the flexibility of Ambassador's platform, the speed of implementation, and the product's adaptability.

"From an onboarding perspective, getting up to speed was incredibly easy," George says. "And with Ambassador's technology, it's been super easy for our affiliates, influencers, and current customers to take advantage of the program. Ultimately, that ease-of-use is great for everyone involved."



## THE RESULTS

A few months after rolling out its referral program, the brand's biggest ambassadors are generating hundreds of new customers per month. That translates to thousands in new recurring revenue for the company, and George says it's just the beginning.

"I think the program will only grow and evolve over time, and Ambassador will play a critical role in helping us do that," George says.