



**litter·robot** +  **Ambassador**

# Affiliate, Influencer, and Referral Marketing — Seamlessly Managed Under One Roof



Before implementing Ambassador, Litter-Robot's affiliate, influencer, and referral programs were time consuming and inefficient. By moving all three to Ambassador, Litter-Robot has freed up 10+ hours per month and increased referral and affiliate sales by more than 300%.



## BY THE NUMBERS

A Closer Look at Litter-Robot's Success Story

218

New customers acquired in just two months

300%

Increase in referral revenue month-over-month

800%

Total return on investment in Ambassador



Ambassador is completely turnkey. The platform is intuitive and easy to use, and the feedback from our affiliates, influencers, and customers has been fantastic.

David Saterstad, VP of Marketing, Litter-Robot



## THE COMPANY

Founded in 1999, [Litter-Robot](#) manufactures and sells an innovative line of self-cleaning litter boxes that free cat owners from the daily hassle of pet cleanup. The company sells directly through its website, but it also relies on a diverse network of affiliates (individuals, pet stores, veterinarians, etc.) and influencers (high-profile social media accounts) to drive traffic and sales.



## THE CHALLENGE

Prior to implementing Ambassador, Litter-Robot relied on ShareASale and a manual coupon system to manage and track its affiliate and influencer networks. While that approach generated some results, Litter-Robot VP of Marketing David Saterstad says it was time-consuming, inefficient, and difficult to track.

“A few times per month, we’d have to package up coupons to replenish our ambassadors and, twice a month, we’d have to go in and manually verify that the program wasn’t being abused,” Saterstad says. “Once that was done, we’d approve affiliate payments. I easily spent 16 hours a month doing all of that, which was time I could have spent optimizing those programs or focusing on other campaigns.”



## OUR SOLUTION

With Ambassador, Saterstad’s experience has been completely different.

By giving affiliates, influencers, and ambassadors access to their own unique share URLs, there’s no need to manually create and distribute coupons. Thanks to a third-party integration with PayPal, affiliates and customers receive commission payments automatically. And through Ambassador’s flexible platform, Litter-Robot is able to fully customize campaigns for a variety of personas — pet stores and vets, bloggers, social influencers, current customers, etc.

“To build something remotely close to what Ambassador provides would be time and cost prohibitive,” Saterstad says. “Developers would have to build out the backend. Integrating with Magento and other systems would have been clunky. And it would be a huge distraction from other important activities. Instead, Ambassador has given us a turnkey solution that’s allowed us to get up-and-running quickly and dramatically improve the ambassador experience.”



## THE RESULTS

Just two months after implementing Ambassador, Litter-Robot has seen a 300% lift in referral and affiliate revenue, while new affiliates are signing up for its programs at a 25% higher rate month-over-month. Based off its initial investment in Ambassador, the company has already achieved an ROI of nearly 800%.

“It’s just the beginning,” Saterstad says. “We actually started with a slow roll out to a select group of customers and affiliates, so I can’t wait to see what the numbers will be at full speed.”