



— THE —  
ELEPHANT  
PANTS

+  Ambassador

## How Referrals Drove 400% ROI in Just 4 Months



When [The Elephant Pants](#) came to Ambassador, the company's social mission and unique products were generating organic buzz, but its in-house referral program lacked the flexibility and functionality to capitalize on that word-of-mouth. Four months later, referrals are a huge part of the brand's rapid growth.



### BY THE NUMBERS

A Closer Look at  
The Elephant Pants'  
Success

In just four months, The Elephant Pants'  
referral program has:

Generated  
**1,710**  
Link Shares

Paid Out  
**1,300+**  
Commissions

Delivered a  
**400%**  
ROI



With Ambassador, everything is super simple and clear. I've been really impressed with their team, the platform, and how easy it is to run.

Nathan Coleman, CEO, The Elephant Pants



## THE COMPANY

When Nathan Coleman made a trip to Thailand in September 2013, he didn't expect the excursion to be a catalyst for a wildly successful eCommerce business with a unique social purpose. But that's exactly what happened. In 2014, Coleman launched [The Elephant Pants](#) with the goal of sharing harem pants with the world, while also contributing to a non-profit trying to end elephant poaching. Today, the company has thousands of happy customers and donates a portion of every sale to the African Wildlife Foundation and its [Say No Campaign](#).



## THE CHALLENGE

Given the shareability and viral nature of The Elephant Pants, Coleman knew referrals and word-of-mouth would be key components of the brand's growth strategy. So, early on, he built a basic referral program in-house. The problem? While that program delivered some results, it lacked the flexibility and functionality to customize referral incentives and commission structures, and it wasn't set up to scale.



## OUR SOLUTION

To address those issues, Coleman set out to find a referral marketing solution that:

- Provided the flexibility to customize referral rewards and offer loyalty points instead of cash to promote repeat purchase behavior
- Made it easy to implement and manage, so the company didn't have to waste time and resources getting the program up and running

Within two weeks of signing with Ambassador, The Elephant Pants was fully onboarded and its referral program was operational. And, thanks to an integration with Shopify, all of the brand's referral activity was immediately synced with its eCommerce and payment systems. "With Ambassador, everything was super simple and clear," Coleman said. "I've been really impressed with their team, the platform, and how easy it is to run."



## THE RESULTS

In just four months, The Elephant Pants' referral program has generated \$50,000 in new revenue — a 400% return on its investment. Coleman thinks that's just the tip of the iceberg. "As we learn how to use the platform better and it becomes part of our customer experience, I think we'll see those numbers grow," Coleman said. "This is just the beginning."