



# Dynamic Technology, Painless Implementation, and Immediate Results



When SendGrid came to Ambassador, the fast-growing startup needed to set up its referral program in a matter of hours, not weeks. Ambassador's Customer Success team made sure that happened and its industry-leading technology drove results even SendGrid didn't expect.



## BY THE NUMBERS

A Closer Look at SendGrid's Success

60,000+

Number of customers using SendGrid

20 Billion

Emails delivered for those customers per month

25%

Percentage of new customers coming via referrals



Ambassador's easy-to-use API makes it painless to generate referral analytics, create new referral campaigns, and easily update balances for referral partners.

John Verson, Senior Web Developer, SendGrid



## THE COMPANY

When email deliverability platform SendGrid emerged from a TechStars incubator in 2009, the company had already achieved explosive growth. By the end of that year, SendGrid had delivered more than 100 million emails on behalf of more than 100 paying customers. Just a few years later, that number has grown exponentially. In fact, SendGrid now delivers more than 20 billion emails a month for customers that include Uber, Spotify, and Airbnb.



## THE CHALLENGE

When SendGrid came to Ambassador in 2011, the company had a steadily growing roster of customers and a well-established marketing strategy, but it lacked a formal referral marketing program. Senior Web Developer John Verson knew that had to change — and not over the course of several months or quarters.

“We wanted to have a full-service referral program that we could easily get up in running in a matter of hours, not weeks,” Verson says. For that to happen, Verson knew he needed a solution that was flexible enough to adapt to SendGrid’s unique needs and a partner that would work tirelessly to help the company implement it as fast as possible.



## OUR SOLUTION

As a large (and growing) company, SendGrid needed a solution that could grow with the business and adapt to its changing needs. Ambassador’s end-to-end platform gave SendGrid that and much more, including:

- Full flexibility to scale the program on-demand, without additional resources or implementation time
- Full automation of referral tracking and reward disbursement
- Deep analytics about ambassador behavior and activity — information that could be easily integrated into the company’s other internal systems



## THE RESULTS

Today, SendGrid estimates that referrals drive 25% of new customer revenue.

“We anticipated a full-service referral program that was easy to get up-and-running,” Verson says. “But Ambassador exceeded even our highest expectations.”