


How Referral Marketing Drove More Than 600% ROI in Just 8 Months



When Skulpt came to Ambassador, the company had an innovative product and customers who were excited to talk about it, but no way to track and incentivize word-of-mouth at scale. Eight months later, Skulpt's referral program has achieved a 600% ROI.

 BY THE NUMBERS A Closer Look at Skulpt's Success	Since implementing Ambassador, Skulpt's referral program has:		
	Closed 681 New Customers	Generated 2,690 Website Visits	Achieved 600+% ROI



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Juan Jaramillo, VP of Marketing, Skulpt



THE COMPANY

When Dr. Seward Rutkove, a Harvard Medical School neurologist, and Dr. Jose Bohorquez, an engineer from MIT, founded Skulpt in 2009, they did so with an ambitious mission: to develop an easier, more accurate way to track the muscle health of patients with muscular disorders. Today, the company does that and much more. In fact, Skulpt's newest products — [Skulpt Aim](#) and [Skulpt Chisel](#) — take muscle tracking to a new level by helping the fitness community easily and accurately measure body fat percentage in 24 individual muscle groups.



THE CHALLENGE

As soon as Skulpt released Aim in 2014, the product took off. Publications like Men's Health, Mashable, and the Wall Street Journal gave it glowing reviews. Skulpt raised more than \$400,000 through a crowdfunding campaign. And happy customers began singing the company's praises.

The only problem? Skulpt had no way to capture and capitalize on that word-of-mouth, and its small team lacked the time and resources to develop and manage a custom referral program. "We knew we had an opportunity to increase sales by implementing a referral program," says Juan Jaramillo, Skulpt's VP of Marketing. "But we needed a program that, once implemented, could mostly run by itself."



OUR SOLUTION

Within days of partnering with Ambassador, Skulpt's referral program was live, fully operational, and already delivering results. The speed of implementation impressed Jaramillo, but so did the flexibility of the platform — particularly when it came to referral reward payments.

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THE RESULTS

In just 8 months, Skulpt's referral program has acquired nearly 700 new customers and generated more than 600% ROI. "I continue to refer Ambassador to any marketing manager deciding on a platform to manage a referral program," Jaramillo says.

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