



# From Manual to Automated to 1,000+ New Clients



When Volusion came to Ambassador, the award-winning eCommerce platform was wasting limited time and resources on manual processes to manage its referral program. Two years later, Ambassador has helped Volusion simplify, automate, and dramatically scale its referral results.



## BY THE NUMBERS

A Closer Look at  
Volusion's Story

Since partnering with Ambassador, Volusion has:

Added  
**3,700**  
Brand  
Ambassadors

Generated  
**1,000+**  
New  
Clients

Automated  
**30,000+**  
Commission  
Payments



We went through a thorough evaluation of referral marketing platforms and decided to work with Ambassador based on the customization capabilities and superior customer service.

Tiffany Byington, Partner Program Manager, Volusion



## THE COMPANY

For more than 15 years, Volusion's leading eCommerce software has given clients the tools they need to develop and cultivate successful online businesses. Today, the SaaS company powers 40,000+ stores and its platform has processed more than \$21 billion in merchant sales.



## THE CHALLENGE

With thousands of happy clients, referrals were a natural component of Volusion's new customer acquisition strategy. Prior to partnering with Ambassador, however, the company was largely managing that strategy ad-hoc. With just a few brand ambassadors, it wasn't an issue. With more than 3,700, it's a different story.

"Due to the unique nature of our Referral Partner Program, we found ourselves wasting limited time and resources on manual processes to manage a referral program," said Tiffany Byington, Volusion's Partner Program Manager.



## THE SOLUTION

To address that, Volusion began searching for a referral marketing platform capable of automating repetitive processes, immediately analyzing results, and systematically mobilizing a large customer base at scale. Enter: Ambassador. Today, Volusion leverages the Ambassador API to:

- Concurrently execute multiple customized referral campaigns
- Fully automate recurring commission payouts
- Seamlessly integrate its third-party applications
- Perform real-time analysis of social sharing habits and ROI metrics



## THE RESULTS

In two years, Volusion's 3,700+ ambassadors have generated more than 1,000 new clients, while the Ambassador platform has automated 30,000+ recurring commission transactions. Those results speak for themselves, but Byington has been equally impressed with the platform's flexibility and ability to optimize referral marketing campaigns.

"The platform not only offers seamless reporting for easy management, it also provides our [referral partners] with a dashboard to easily view their referrals and status," Byington says. "The extensibility of the platform has allowed easy customization to accommodate our unique workflow needs."