

Ambassador + Home Goods, Services, & Pets

How a Brand with a Unique Mission Drives 81% of New Customers via Referrals and Affiliates



This pet food company doesn't just deliver fresh, healthy food to its pet-loving customers. It also strives to improve the lives of those customers, their pets, and a wide network of other people who support its brand. And it does that, in large part, through a unique referral and affiliate marketing strategy.



BY THE NUMBERS

A Closer Look at the Data

81%

Percentage of new customers coming from referrals

50%

Percentage of referrals from charitable partnerships

8x

Return on investment in Ambassador after two years



Our company would much rather pay our clients, partners, and vendors the marketing money we'd otherwise spend on advertising. Ambassador's software plays a huge role in helping us grow our business and accomplish that goal.

- Founder



THE COMPANY

On the surface, this company in the Home Goods, Services, and Pets industry might look like most other eCommerce brands. Behind the scenes, however, it's a company with a unique — and very philanthropic — way of doing business. In fact, the brand's biggest sales and marketing assets are its network of charitable organizations — animal rescues, humane societies, and veterinarians.



THE CHALLENGE

While the subscription-based pet food company is thrilled to have many charitable organizations advocate on behalf of its brand, the company is equally motivated to make sure those groups are rewarded for their efforts. That's why, in 2014, the brand decided to implement an all-in-one marketing technology that would more accurately track and compensate both affiliate and referral networks on one platform.

"When I created the company, one of my primary goals was to find a way to give back to my community and support a greater cause. I love that referrals drive our business, but it's even more special when I can give back to the people who drive that business."



OUR SOLUTION

Because the company's affiliate and referral programs have both offline and online components, it was important to find a marketing vendor with the flexibility to help manage, track, and optimize every aspect of its multi-program campaigns. By creating multiple campaigns, the company can offer cash to charitable organizations and recurring discounts on subscriptions for customers who refer. Meanwhile, the marketing team can still run offline campaigns and manually manage them via its Ambassador portal.



THE RESULTS

After two years of leveraging Ambassador, the company has generated 8X more in new revenue than its total investment in the software. Just as important, it's helped build better customer relationships and positively impacted the brand's network of ambassadors.

"Thanks to Ambassador, I think we've been able to improve a lot of lives. And as a company, I can't say enough about Ambassador's values. They genuinely care about our success and their team has gone out of its way to make sure we have everything we need." - Founder

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

 **Ambassador**
www.getambassador.com