

# Ambassador + Consumer Technology & Subscriptions

## The Powerful Benefits of Quick, Easy, Extensible Integration



Since 2007, this smart device has disrupted the Consumer Goods and Technology industry. In 2014, the company that developed this product decided to change how it approached referral marketing. The challenge, however, was finding a platform that could seamlessly integrate with its many other third-party systems.



### BY THE NUMBERS

A Closer Look at the Data

Thanks to its partnership with Ambassador, the company has:

Integrated



Third-Party Systems

Added

**18,000**

Brand Ambassadors

Drove

**7,500**

New Visitors to Their Online Store



Ambassador fully integrates with our eCommerce and payment platforms, the data integrity is really strong, and [they] constantly add new APIs and improved interfaces to make everything work seamlessly.

- Senior Manager of eCommerce



## THE COMPANY

This company, a global leader in smart device design and manufacturing, is driven by a simple credo: To provide the best possible customer experience. While quality of the company's products and the service provided by its people are two important parts of the equation, technology is the other critical piece. Which is why it needed a referral platform that would ensure customers would enjoy a smooth, frictionless brand experience.



## THE CHALLENGE

That said, the company also wanted to give fans and customers an enjoyable, pain-free way to continue engaging with the brand post-purchase and, most importantly, easily recommend products to others. To provide that, the company began searching for a fully-customizable referral marketing solution that could seamlessly integrate with its existing technology infrastructure.



## OUR SOLUTION

Ultimately, the brand found that functionality in Ambassador's flexible platform. Working closely with Ambassador's team throughout the implementation process, the company was able to quickly integrate:

- **Magento:** To track purchases and the values of those purchases
- **PayPal:** To automatically deliver rewards in real-time
- **Single Sign-On:** To give customers easy access to their ambassador program

*"Ambassador has a strong technical team that proactively helps solve problems."*



## THE RESULTS

To date, the company's 18,000 brand ambassadors have produced over 7,500 new visitors to their online store. More importantly, the extensibility of Ambassador's technology has given the company everything it needs to exponentially scale those results.

*"Part of our consideration included what I felt Ambassador could do now and whether it would be scalable and even more flexible in the future."*

*- Senior Manager of eCommerce*