

Ambassador + B2B Software & Services

From Manual to Automated to 1,000+ New Clients

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

 BY THE NUMBERS A Closer Look at the Data	Since partnering with Ambassador, the company 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.

- Partner Program Manager

THE COMPANY

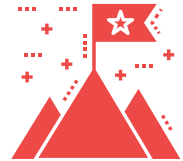
For more than 15 years, the company's leading eCommerce software has given clients the tools they need to develop and cultivate successful online businesses. Today, the SaaS company powers 40,000+ stores and its platform has processed more than \$21 billion in merchant sales.



THE CHALLENGE

With thousands of happy clients, referrals were a natural component of the organization'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"



THE SOLUTION

To address that, the company 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, the software company 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, the company's 3,700+ ambassadors have generated more than 1,000 new clients, while the Ambassador platform has automated 30,000+ recurring commissions 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," the partner program manager says. "The extensibility of the platform has allowed easy customization to accommodate our unique workflow needs."



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