

# YEAR IN REVIEW 2018

## NEWS



Ambassador has been acquired by West Corporation, a global leader in technology-enabled services.

West connects people around the world, making companies more efficient and improving lives. West helps its clients more effectively communicate, collaborate, and connect with their audiences through a diverse portfolio of innovative solutions — which now includes relationship marketing software.



**Inc. 5000**

America's Fastest Growing Private Companies

**500**  
Technology Fast 500

Deloitte Technology Fast 500

**CRAIN'S**  
DETROIT BUSINESS

Cool Places to Work

## CULTURE



**54**

Team Lunches



**1,500**

Cans La Croix Consumed



**CHIPOTLE**

Most Popular Team Lunch



**LEMON**

Favorite La Croix Flavor



**TIE BETWEEN DIET COKE**

&



**CHEEZ-ITS**

Most Popular Pantry Snack



**CLUB SODA**

Preferred Office Drink



**THANKSGIVING POTLUCK**

Favorite Culture Activity



**817**

Ping Pong Matches Played



**PONGVEMBER CHAMPIONS**

Men at Work

## PRODUCT



**13**

New Features Launched



**3**

Most Popular Features

### NEW/UPDATED INTEGRATIONS

- ✓ Salesforce
- ✓ Mobile SDKs
- ✓ Emails
- ✓ Social Share Previews
- ✓ Zapier

Revamped Dashboard  
Our new look and feel is a huge hit with our clients!

» [LEARN MORE](#)

Customizable Share Links  
Being able to personalize the experience for users sharing your brand is now even simpler.

» [HOW TO](#) or » [CUSTOMIZE SETTINGS](#)

RAF Module Stats  
Clients love showcasing their program success by displaying stats where referrers can see them.

» [LEARN MORE](#)

## SUCCESS



**968**

Campaigns Launched



**10M+**

Ambassadors

### Global Customer Base



## MARKETING



### MOST POPULAR BLOG POST

40+ Word-of-Mouth Marketing Statistics That You Should Know

» [READ MORE](#)



### FAVORITE EBOOK OF 2018

Building a World-Class Referral Program

» [DOWNLOAD NOW](#)



### MOST DOWNLOADED REPORT OF 2018

Formula for Success

» [DOWNLOAD NOW](#)



### HIGHEST ATTENDED WEBINAR OF 2018

Scaling Business Growth with Partner Marketing

» [WATCH NOW](#)