



**YEAR IN REVIEW 2017**



**206**  
New Features + Updates Launched  
(higher than any year)



**3**  
Most Popular Features

**NEW/UPDATED INTEGRATIONS**

- ✓ FTP
- ✓ Salesforce
- ✓ Shopify
- ✓ Stripe
- ✓ Webhooks
- ✓ Zapier Triggers

**Custom Links and Codes**

Ambassadors can now customize their links and codes, allowing for greater tracking and personalization.

**Welcome Message Updates**

Our welcome message received a slew of updates, including the ability to gate incentives and track referrals.

**Fresh App Layouts**

The app saw a ton of design love with updated layouts, expanded reporting, and a fresh new look.

PRODUCT



**54**  
Team Lunches



**1,920**  
La Croix Cans Consumed



**DETROIT TACO CO.**  
Most Popular Team Lunch



TIE BETWEEN  
**LEMON & COCONUT**  
Favorite La Croix Flavor

CULTURE



STARBUCKS  
**VERANDA BLEND BLONDE LIGHT ROAST**  
Favorite Keurig Coffee



TIE BETWEEN  
**MIXED NUTS**



COFFEE BEAN  
**DIRECT DARK SULAWESI KALOSSI**  
Favorite French Press Coffee



**PEANUT BUTTER FILLED PRETZELS**  
Most Popular Pantry Snack



**GAME OF THRONES**  
Most Talked About TV Series



**CHILI COOK-OFF**  
Favorite Culture Activity



**LENNON**  
Favorite Slack Emoji



**780**  
Ping Pong Matches Played



**PONGVEMBER WINNER**  
The Wacky Waving Inflatable Arm-Flailing Tube Men



**ACADEMY**  
Launched Ambassador Academy



A new educational offering - **Referral Marketing Crash Course**. Learn proven methods to help you build and manage a successful referral marketing program.  
» [ENROLL HERE](#)



**BLOG**  
Most Popular Blog Post



6 Key Characteristics of a Successful Brand Ambassador  
» [READ MORE](#)

MARKETING



**7.6K+**  
Campaigns Launched



**1.7B+**  
Referral LTV Generated

SUCCESS

**Global Customer Base**



**10M+**  
Ambassadors  
(surpassed in June)



Entrepreneur  
**360** Best Entrepreneurial Companies in America

**Inc. 5000** America's Fastest Growing Private Companies

**CRAIN'S** COOL PLACES TO WORK  
DETROIT BUSINESS

**Inc.** BEST WORKPLACES

AWARDS