

Ambassador + Consumer Technology & Subscriptions

Making a Complex Process Feel Simple

Successful referral programs revolve around three core ingredients: A great product, relentless customer service, and a platform that makes the referral process incredibly simple for all parties. This Men's Fashion brand in the Consumer Technology & Subscriptions industry had the first two nailed. Ambassador provided the missing piece.



BY THE NUMBERS

A Closer Look
at the Data

10%

Month-over-month
new user growth

60,000+

Subscriptions
driven

20%

Percentage of all
new sign-ups coming
from Ambassador

“It's been super easy for our affiliates, influencers, and current customers to take advantage of the program. Ultimately, that ease-of-use is great for everyone involved.”

- Co-founder and CEO

THE COMPANY

This subscription box service ships 4-5 lifestyle products, 1-2 grooming products, and the most recent copy of a popular men's magazine each month. The brand was experiencing rapid month-over-month user growth when it needed to scale word-of-mouth.



THE CHALLENGE

While the brand had a great product and a clear sense of what customers wanted, the lone missing ingredient was a platform that would make the referral process as simple, enjoyable, and rewarding as possible.



THE SOLUTION

To address that final piece of the puzzle, the subscription-based company reached out to Ambassador. More than anything, the brand was drawn to the flexibility of Ambassador's platform, the speed of implementation, and the product's adaptability.

"From an onboarding perspective, getting up to speed was incredibly easy. And with Ambassador's technology, it's been super easy for our affiliates, influencers, and current customers to take advantage of the program. Ultimately, that ease-of-use is great for everyone involved."



THE RESULTS

A few months after rolling out its referral program, the brand's biggest ambassadors were generating hundreds of new customers per month. That translates to thousands in new recurring revenue for the company, and the brand sees it as just the beginning.

"I think the program will only grow and evolve over time, and Ambassador will play a critical role in helping us do that." - Co-founder and CEO



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