




## Ambassador + Fashion & Lifestyle Brand

# How Referrals Drove 400% ROI in Just 4 Months

When this socially-conscious Fashion and Lifestyle brand came to Ambassador, the company's mission and unique products were generating organic buzz, but its in-house referral program lacked the flexibility and functionality to capitalize on that word-of-mouth. Four months later, referrals are a huge part of the brand's rapid growth.

 <b>BY THE NUMBERS</b> A Closer Look at the Data	In just four months, the referral program has:		
	Generated <b>1,710</b> Link Shares	Paid Out <b>1,300+</b> Commissions	Delivered a <b>400%</b> ROI

“ With Ambassador, everything is super simple and clear. I've been really impressed with their team, the platform, and how easy it is to run.

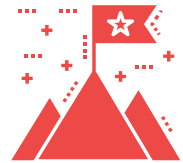
## THE COMPANY

When a trip to Thailand became the catalyst for a wildly successful eCommerce business with a unique social purpose, the founder of this fashion and lifestyle brand knew he had a valuable product line to share with the world. Today, the company has thousands of happy customers and donates a portion of every sale to the African Wildlife Foundation and its Say No Campaign.



## THE CHALLENGE

Given the shareability and viral nature of the brand and their Instagram-worthy products, the company knew referrals and word-of-mouth would be key components of its growth strategy. So, early on, the company built a basic referral program in-house. The problem? While that program delivered some results, it lacked the flexibility and functionality to customize referral incentives and commission structures, and it wasn't set up to scale.



## THE SOLUTION

To address those issues, the brand set out to find a referral marketing solution. Within two weeks of signing with Ambassador, the company was fully onboarded and its referral program was operational. Additionally, an integration with Shopify enabled all of the brand's referral activity to immediately sync with its eCommerce and payment systems.



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## THE RESULTS

In just four months, the fashion and lifestyle brand's referral program generated \$50,000 in new revenue — a 400% return on its investment. And that's just the tip of the iceberg.

*"As we learn how to use the platform better and it becomes part of our customer experience, I think we'll see those numbers grow. This is just the beginning." -CEO*



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