



## Ambassador + Software & Services

Dynamic Technology, Painless Implementation,  
and Mind-Blowing Results

When this B2B Software & Services company came to Ambassador, the fast-growing startup needed to set up its referral program in a matter of hours, not weeks. Ambassador's Customer Success team made sure that happened and its industry-leading technology drove results that exceeded expectations.

 <p><b>BY THE NUMBERS</b> A Closer Look at the Data</p>	Since partnering with Ambassador, the company has:		
<p><b>60,000+</b> Customers using the platform</p>	<p><b>20 Billion</b> Customer emails delivered per month</p>	<p><b>25%</b> New customers coming via referrals</p>	

“ Ambassador’s easy-to-use API makes it painless to generate referral analytics, create new referral campaigns, and easily update balances for referral partners.

- Senior Web Developer

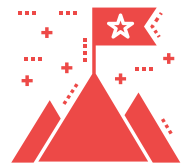
## THE COMPANY

When this customer communication platform emerged from a TechStars incubator, the company had already achieved explosive growth. By the end of that year, the tech company had delivered more than 100 million emails on behalf of more than 100 paying customers. Just a few years later, that number has grown exponentially. In fact, the world-renowned company now delivers more than 20 billion emails a month for customers that include Uber, Spotify, and Airbnb.



## THE CHALLENGE

When the company came to Ambassador, it had a steadily growing roster of customers and a well-established marketing strategy, but it lacked a formal referral marketing program. The company knew that had to change — and not over the course of several months or quarters. The company needed a solution that was flexible enough to adapt to its unique needs and a partner that would work tirelessly to help the company implement it as fast as possible.



## THE SOLUTION

As a large (and growing) company, this B2B software company needed a solution that could grow with the business and adapt to its changing needs. Ambassador's end-to-end platform gave the company that and much more, including:

- Full flexibility to scale the program on-demand, without additional resources or implementation time
- Full automation of referral tracking and reward disbursement
- Deep analytics about ambassador behavior and activity — information that could be easily integrated into the company's other internal systems



## THE RESULTS

Today, the company estimates that referrals drive 25% of new customer revenue.

*"We anticipated a full-service referral program that was easy to get up-and-running. But Ambassador exceeded even our highest expectations." - Senior Web Developer*



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