

 Ambassador

REFERRAL MARKETING BY THE NUMBERS

# B2B Software & Services

A deep dive into the results Ambassador customers see from referral marketing technology



If there's one question we hear more than any other from B2B marketers, it's this:

**“ Will referral marketing really work for us? ”**

It's a fair question. In many circles, referral marketing is still viewed as a consumer-focused strategy – one best left to brands with a viral product or a **unique mission** that customers can easily rally around. And while referral marketing absolutely works for those types of businesses, it's a mistake to assume it's not the right fit for B2B software companies.

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## How B2B Referral Marketing Programs Stack Up

In fact, a funny thing happened when we started studying our platform's data.

We discovered that our B2B customers – a group that includes brands like **Volusion** and **SendGrid** – were generating higher success metrics than any other vertical we track. Most surprising was the fact that those B2B companies' average revenue was more than three times higher than eCommerce, despite lower ambassador enrollment and activity metrics.

**Average Referral Marketing Revenue by Industry**



## B2B Referral Marketing ROI and Conversion Metrics

Of course, because of B2B companies' generally higher customer LTV, it's difficult to make a definitive apples-to-apples comparison to eCommerce brands. That said, when we examined average ROI (total investment in Ambassador plus customer acquisition costs, divided by total revenue generated) and typical conversion metrics for our B2B customers, the argument in favor of B2B referral marketing grew stronger.



**9,292**

Average  
Ambassadors



**117,311**

Average Unique  
URL Clicks



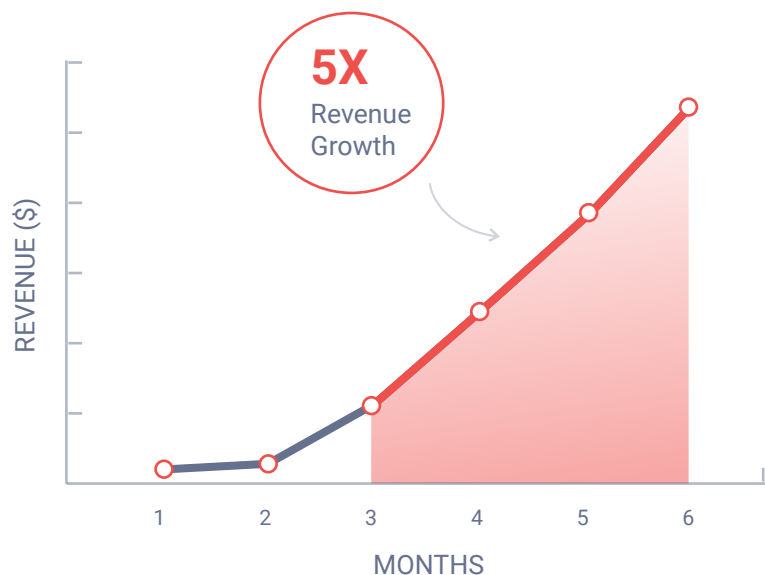
**350%**

Average  
ROI

## The Value of Time in a B2B Referral Program

One final trend also stood out: Time. More specifically, B2B companies that play the long game — giving their referral program time to evolve and gain traction — see far greater results.

That isn't terribly shocking given the length of a typical B2B sales cycle, but it confirms the value of patience and consistency in B2B referral programs. To illustrate this, we studied some of our longer-term B2B customers and charted their revenue growth over the first year. As you'll see in the graph below, growth is slow initially, but there's a clear inflection point. Three months after implementation, revenue spikes dramatically. And three months after that, revenue grows by a 5x multiple.



Want to find out how Ambassador can help your B2B business drive revenue growth through referral marketing technology? [Click here to schedule a demo](#) and find out how we help B2B brands turn customers, partners, and re-sellers into cost-effective revenue generators.

