

 Ambassador

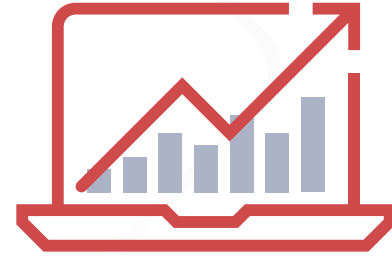
REFERRAL MARKETING BY THE NUMBERS

Enterprise Businesses

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



When most marketers think about successful referral marketing use cases, the first brands that come to mind are viral startup success stories like Uber, Airbnb, Tesla, and PayPal.



While each of those companies have successfully leveraged referral marketing (check out this post from Airbnb on why referrals were critical to driving sustainable and scalable growth), referral marketing success isn't limited to only those types of businesses. In fact, we've seen several large enterprise organizations — including Fortune 500 brands like HP and SAP — use referral marketing to quickly and efficiently bring new products to market.

Just how impactful is referral marketing for those enterprise businesses? We dove into our data to find out.

Examining Enterprise Referral Results Over a One-Year Period

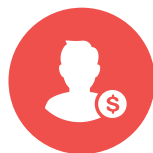
We decided to analyze only enterprise customers with a full year's worth of referral activity to weed out any outlier results that might skew the data up or down.

Here's what we discovered:



2,302

The Average Number of New Customers Generated by Each Company Over 12 Months



\$104.07

Average Customer Acquisition Cost After All Referral Incentives



374%

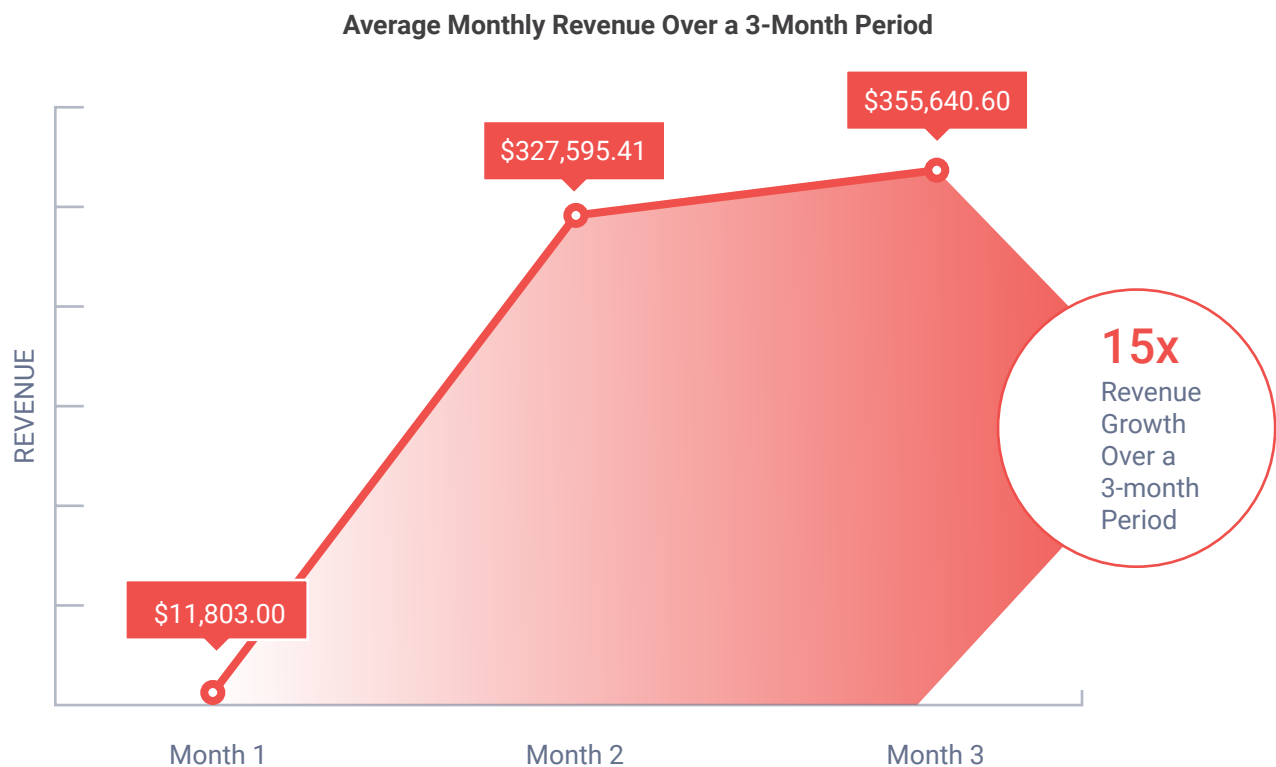
ROI on Average from Referral Marketing Technology

Key takeaway: The numbers speak for themselves. Over the course of a year, enterprise organizations we studied generated an ROI of more than 40x, which comes to just shy of \$1M in new revenue from referred customers. Best of all, referrals are a very low risk marketing channel.

Enterprise Referral Programs Drive Results in the Short-Term, Too

Now, all of this isn't to suggest that enterprise referral programs can't drive incredible short-term results, too. To illustrate this, we studied some of our newer enterprise customers – businesses that have only been using our platform for a few months.

What did we find? We'll let the chart below do the talking.



The takeaway: Average new revenue over that three month period totaled \$695,039.01. When you compare that against the commissions paid for those referrals and the companies' investment in referral marketing technology (expenses that total a little more than \$46,000 per organization), it represents an ROI of more than 15x.

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

