



 Ambassador

Referral Marketing at a Glance

FINANCIAL SERVICES

Referral Marketing continues to deliver a strong return on investment





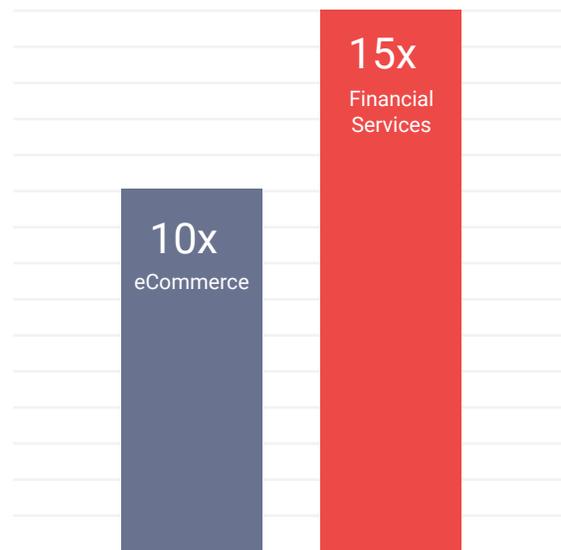
As more financial services companies are starting to see an increase in digital adoption, there is a natural spike in customer referrals also occurring. With the surge of FinTech applications and more secure mobile capabilities, marketers in the financial services industry are starting to implement innovative ways to acquire customers. In fact, many of the most successful financial companies are combining traditional marketing strategies, like print ads and direct mail, with digital acquisition channels, like referral marketing, to boost sales with an offline and online approach.

Our data reveals quite an interesting story for financial services companies that are leveraging referral programs in their overall marketing plan.

When it Comes to Referral ROI, Financial Services Beats eCommerce

We studied the results our financial services customers are seeing from referral marketing. In short: Referral marketing isn't just one of their primary channels for customer acquisition – it's driving ROI numbers that dwarf the KPIs of successful retail and eCommerce referral programs.

To illustrate this, the chart to the right compares the average referral marketing ROI generated by financial services companies and eCommerce brands over a 12-month period:



Financial Services Customers Want to Participate in Referral Programs

Outside of a pure ROI calculation, our analysis also showed that financial services customers get excited about a referral program and are receptive to referring others who are very similar to themselves, which is great news for brands looking for specific customer profiles. According to our customer data, financial services businesses see an average of:



64,671

Average Number of Enrolled Ambassadors



4

Average Referral Link Shares per Ambassadors



9

Average Website Visits per Shared Referral Link

This is a clear indication that financial services customers are more than willing to refer a friend or promote a business after having a positive experience.

Factors that Work in Favor of Financial Services Companies

Beyond tangible data, there are some qualitative factors that make referral marketing a natural fit for financial services business. They include:



Channel Efficiency

When it comes to customer acquisition, referral marketing proves to be the most efficient channel for many financial services firms. Online or offline, recommendations from satisfied clients leads to filling the pipeline with ideal customers as well as driving brand loyalty.



High Customer Lifetime Value

The quality of customers that come from referral programs tend to stay loyal and spend more with a brand. When each new customer is worth several hundred (or thousand) dollars, it's easy to justify higher referral rewards for increased CLV. And lucrative referral incentives almost always translate to higher referral activity.



Opportunities to Deliver Seamless Customer Experiences

With increased digital adoption from buyers and security advancements in technology, having a seamless referral program in place is crucial for companies conducting the majority of their business online. When your business removes friction from an experience that's historically wrought with it, the referral floodgates open.

Want to find out how Ambassador can help your financial services business fuel new customer acquisition with referral marketing technology? [Click here to schedule a demo](#) and find out how we help brands turn fans, customers, and partners into cost-effective revenue generators.

