



 Ambassador

REFERRAL MARKETING BY THE NUMBERS

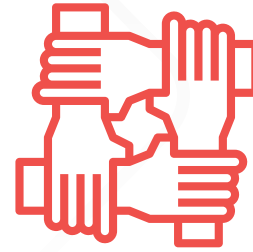
Health & Fitness

A deep dive into the results Ambassador's health and fitness customers see from referral marketing technology



If there's one thing that sets health and fitness brands apart from other consumer businesses, it's this:

An abnormally strong sense of community, passion, and commitment.

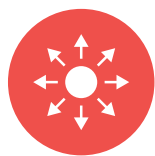


If someone loves yoga, barre, crossfit, golf, bodybuilding, or nutrition, they tend to really love it. They talk about it with their friends. They surround themselves with other people who enjoy those activities. They follow and engage with influencers who share their passion. And they're constantly on the hunt for the newest, most innovative products.

For health and fitness companies selling to those types of customers, word-of-mouth can be an enormous driver of growth. But just how powerful is it? And what types of results can health and fitness brands expect to see with referral marketing?

Exploring Average Enrollment, Sharing, and Referral Metrics

When we analyzed the KPIs of the health and fitness brands using the Ambassador platform to power their referral marketing strategies, a few things stood out:



34%

Share Rate
Among Enrolled
Ambassador



9.7

Number of
Unique URL
Clicks Per Share



7x

New Revenue Multiple
Relative to Investment
in Ambassador

Key takeaway: What do those numbers mean? When compared against all of the other consumer industries using the Ambassador platform, the share rate for health and fitness brands is more than double (16% for the broader B2C universe). This speaks to the passion of the customer base and its willingness to share and promote the brands they evangelize.

Adoption is Immediate and Activity is Steady Over Time

One of the challenges that some health and fitness companies face — like most other consumer brands — is the seasonality of sales and the diversity of channels that can (and, in many cases, should) be used to drive awareness. Simply put, many health and fitness brands are forced to juggle priorities and, when prime seasons or new product rollouts happen, that juggling act becomes much more difficult to manage.

This is where the argument for referral marketing becomes more compelling.

Here's a chart that reflects the near-immediate adoption of referral marketing programs for our health and fitness customers, while also showing the steady growth of those programs over time.

Key takeaway: If you look closely at the chart above, you'll notice something: There aren't the huge peaks and valleys that are common with seasonal businesses or new product releases. Instead, referral activity spikes sharply soon after a program is launched and then continues on a smooth upward trajectory over time.



How Can Referral Marketing Help Your Brand?

If you want to drive a consistent flow of new customer revenue to your health and fitness business, investing in referral marketing is one of the best things you can do — and that's not a subjective opinion.

As our data shows, referral marketing is a natural fit in an industry where your biggest fans, customers, partners, and influencers are already talking about your brand (or your competitors). Conversations are going to happen whether you're involved or not, and our analysis shows that health and fitness companies can achieve greater sales growth consistency by proactively empowering those conversations.

Want to find out how Ambassador can help your brand fuel new customer acquisition through referral marketing technology? [Click here to schedule a demo](#) and find out how we've helped other health and fitness brands turn customers, fans, and influencers into cost-effective revenue generators.

