

BENCHMARKS FOR MANUFACTURING SUCCESSFUL CUSTOMER REFERRALS

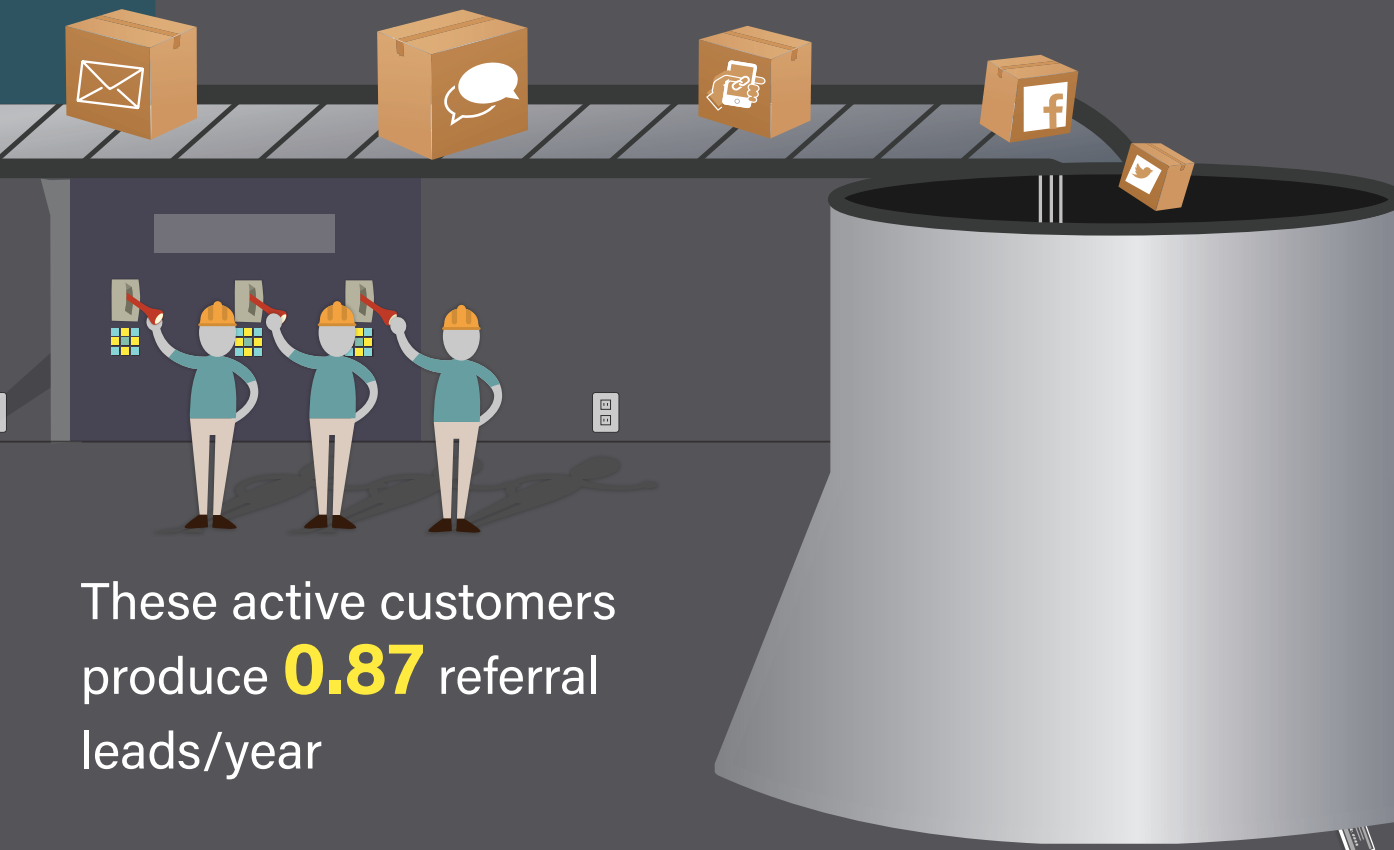
ON BREAK



On average, **64%** of customers are inactive during the course of a year.



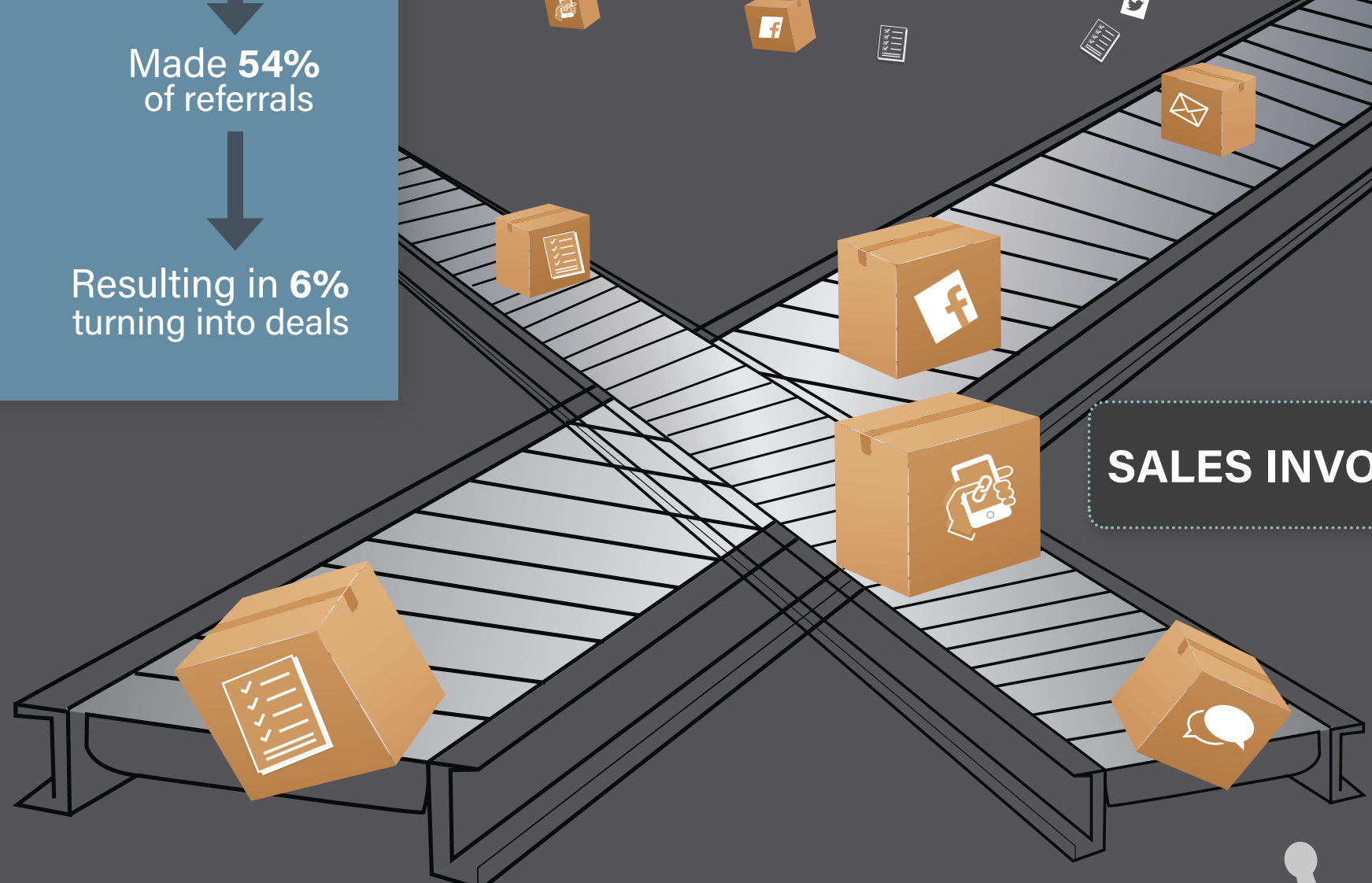
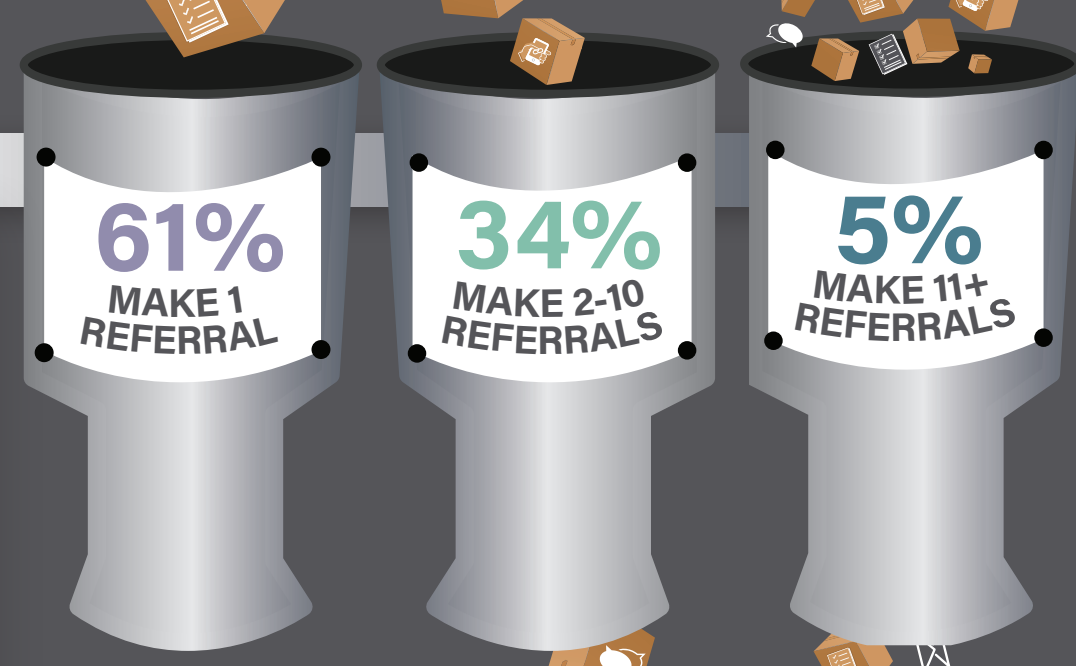
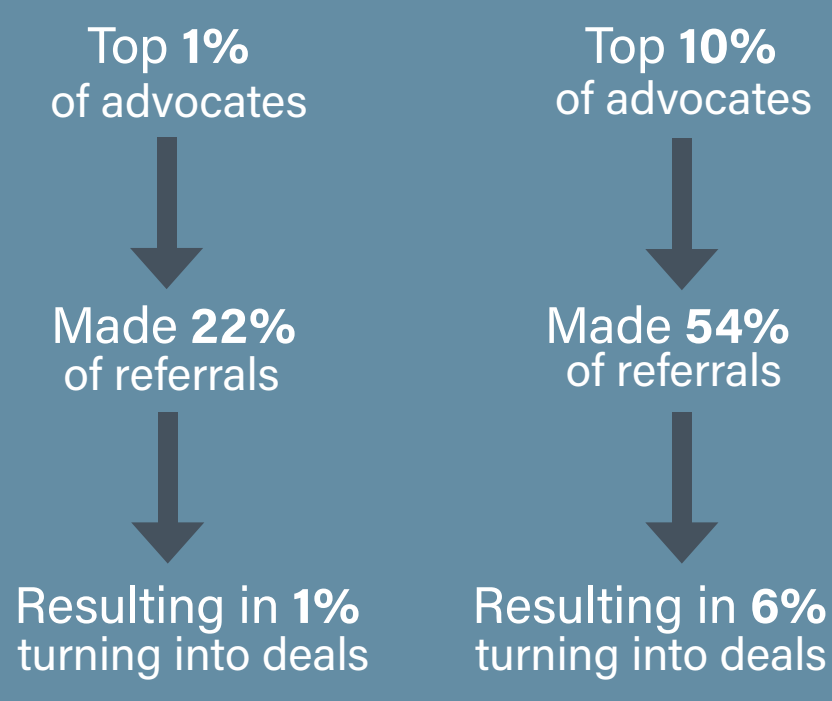
36%
are actively referring



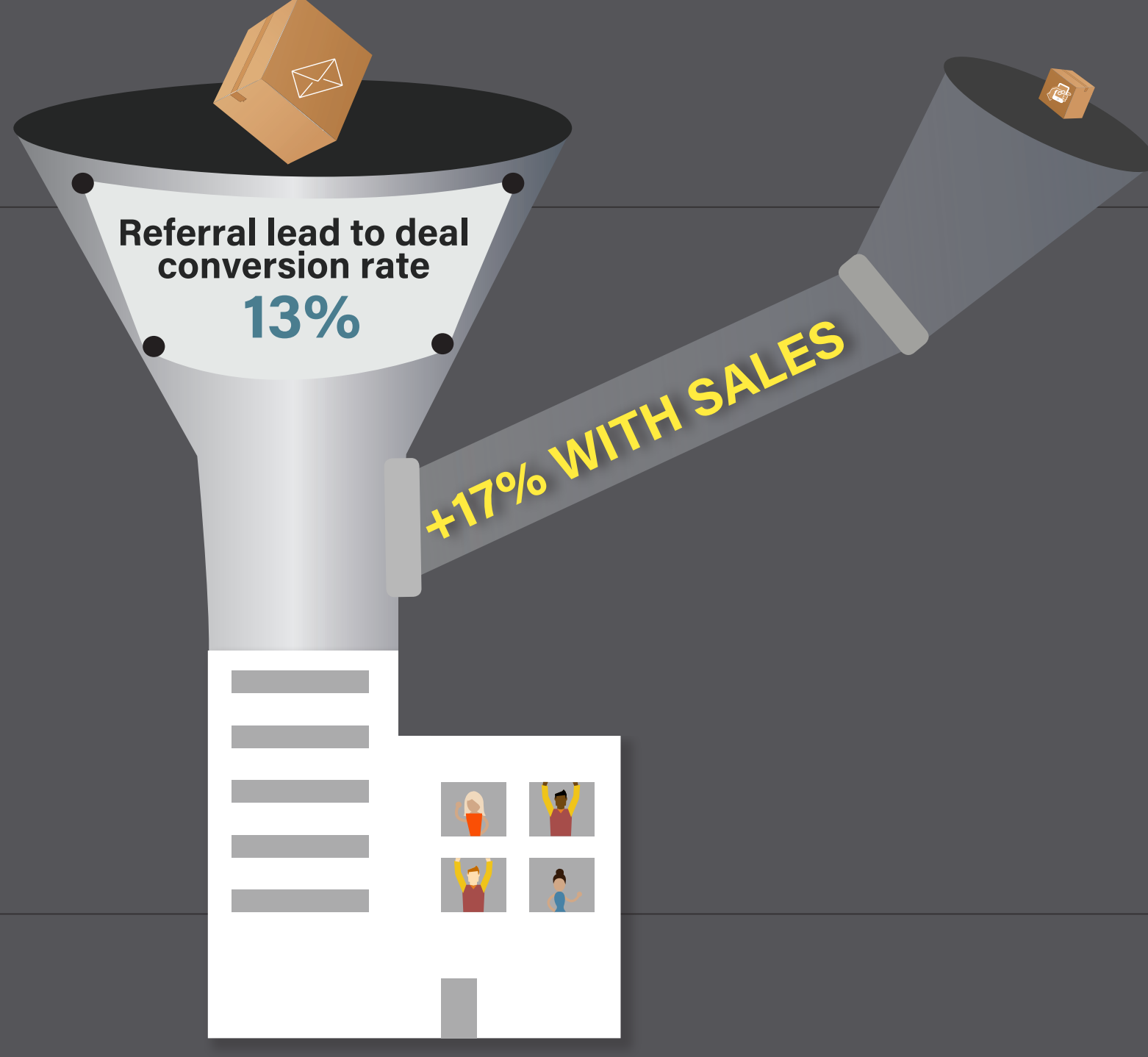
These active customers produce **0.87** referral leads/year

Previously successful customers produce **2.5** referral leads/year

QUANTITY VS. QUALITY REFERRALS



SALES INVOLVEMENT



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The State of Business Customer Referral Programs

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Methodology: In order to learn more about the outcomes of business customer referral programs, the 2016 data from the customer referral programs run on Amplifinity's referral platform were analyzed. Data analysis was performed by third party contractor, Brian Schmotzer, MS in Statistics.

