

AMPLIFINITY

CASE STUDY

Software & SaaS

A B2B software company wanted to leverage their partner network to generate new business.



CHALLENGES

1. A partner referral program already existed, but the features were too basic to scale the program. There was no data transparency for advocates and tracking and management was limited.
2. Having a SaaS product, brand advocates wanted to be able to refer from within the product.
3. Marketing had no visibility into sales activity and the ROI was difficult to measure.

SOLUTION

Amplifinity was selected as the vendor to deliver the platform features needed with complex integrations into business processes.

1. The program was created with full transparency for advocates. Each partner advocate has SSO access to a personalized microsite that allows them to make referrals via email or social media. It also tells them their referral and reward status. Additionally, they receive email notifications of status changes.

2. Sales also has full transparency with integration into their CRM system. They can see that lead source came from a referral; the advocate who made the referral and their referral status. Sales is also nurtured with personalized emails to remind them of their referral leads and to trigger a call to the advocate so they can learn more about the referral.
3. A tiered incentive structure was designed into the program to encourage multiple referrals from partners, making it a consistently producing channel.
4. An integration with implementation and service software allows those teams to ask customers for referrals and input them in the referral program. All referrals are routed to their CRM system and assigned to the sales rep of the referring customer – regardless of territory rules.

OUTCOMES

In the three years since the partner referral program launched:

- 8,966 advocates have enrolled in the program.
- An average of 5,208 referrals are made each year.
- 39% of referred leads end up becoming a customer.

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Amplifinity's referral amplification software turns customer, employee and partner advocacy into revenue. Our platform provides complete tracking and management of referrals with 100% accuracy so no referral is missed. Enterprises like ADP and DIRECTV trust Amplifinity to enable high-quality acquisition while providing an engaging, fully-branded experience for their advocates. [Amplifinity.com](https://amplifinity.com)

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