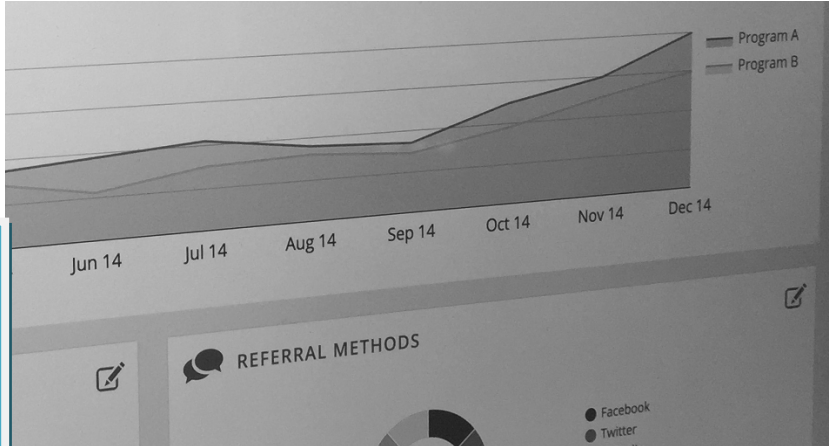


AMPLIFINITY

CASE STUDY

Financial Services

An enterprise business payment provider wanted to leverage their large network of partners to facilitate increased lead generation.



CHALLENGES

1. Couldn't provide an easy way for partners to refer new leads.
2. Had problems attributing a closed sale to the partner advocate who referred it because of the lack of accuracy of pixel tracking.
3. Wanted to run multiple programs but didn't have the means to support it.
4. Wanted salespeople to drive referral partners but didn't have the tools to enable it.

SOLUTION

The Amplifinity solution provided the company with the referral partner functionality they required to succeed. This included:

- W-9 management which was extremely beneficial since partner rewards were expected to hit the taxable limit.
- A mobile site that gives partner advocates an easy way to make referrals from any device
- Salesforce integration through the Amplifinity Connector managed app.
- The ability for salespeople to invite partner advocates to the program.
- The capability to track salespeople by advocate and referrals.

OUTCOMES

- 75% of referral leads turn into opportunities.
- 52% of qualified referrals became new customers.
- In the first 4 weeks the referral program almost paid for itself.



In the first 4 weeks, our referral program had almost paid for itself with 75% of our referral leads turning into opportunities.

Integration of our referral program into Salesforce is critical forgetting sales reps involved and Amplifinity made the implementation process super easy. The managed app allowed us to integrate within a manner of minutes.

-Marketing Manager, Financial Services Client

