

# THE SCIENCE BEHIND HOW BUSINESS CUSTOMERS MAKE REFERRALS

To find out the impact of referral programs on companies, business customer referral programs run on the Amplifinity referral platform in 2016 were analyzed.

## REFERRAL METHODS COMMONLY OFFERED

**18.2%**

### Print cards

Printable cards have the customers' unique URL and instructions on how to take action.



**40.9%**

### Shareable URL

Customers can copy and paste a unique URL and share it with their network.

**54.4%**

### Verbal

Verbal referrals are collected by salespeople from customers and input in Salesforce.



**50%**

### Social Media

Customers can share brand content via LinkedIn, Twitter and Facebook.



**72.7%**

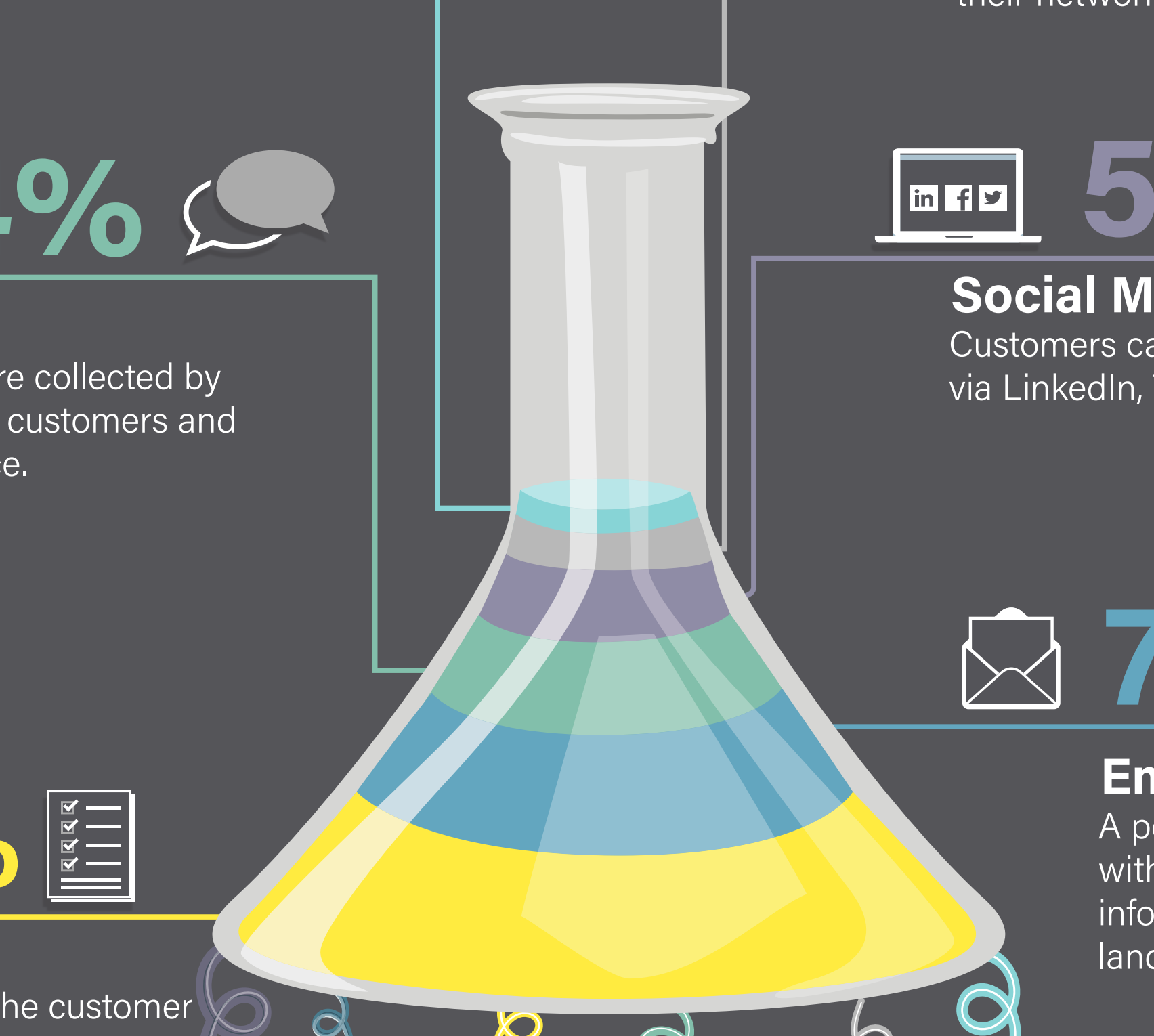
### Email

A personalized email with a CTA to fill out their information on a prospect landing page.

**77.3%**

### Lead Form

A form filled out by the customer with the pertinent contact information for the referral.



## MOST USED METHODS

Social Media

Email

Lead Form

Verbal

Shareable URL

Print cards

29%

24%

23%

13%

12%

<1%

## CONVERSION FROM LEAD TO DEAL

Verbal

19%

Lead Form

17%

Email

12%

Print Cards

4%

Shareable URL

1%

Social Media

**32%**

Get the full report,  
**The State of Business Customer Referral Programs**

[DOWNLOAD](#)

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



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<https://Amplifinity.com>