



CLIENT

Adzooma

INDUSTRY

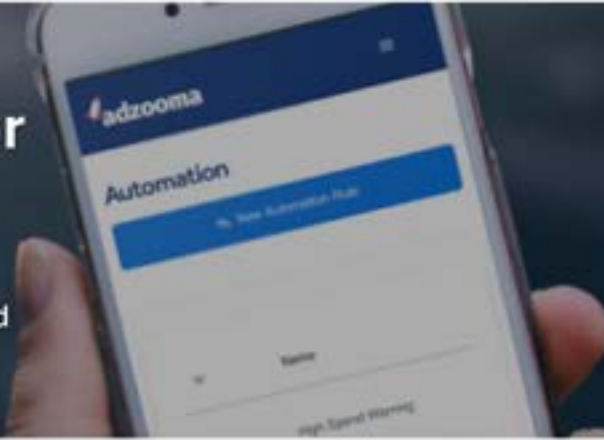
B2B SaaS &amp; Marketplace

PROGRAM

Referral Program

## Making paid advertising faster & more effective

Adzooma's mission is to make digital marketing accessible, cost-effective and straightforward to all businesses no matter what their size.



Adzooma is driven to make digital marketing accessible and cost-effective for all businesses. They strive to help businesses grow through the power of innovative technology, while remaining open, honest, and transparent.

As a leading pay-per-click (PPC) management platform for Google, Facebook, and Microsoft ads, Adzooma helps business owners clearly understand how to best optimize their campaigns. Users can manage multiple ad accounts and review analytics all from one place, reducing the daily PPC workload and uncovering new insights to make informed decisions for growth.

Adzooma is a completely free platform, letting companies of all sizes utilize their award-winning technology. For users seeking additional marketing services like SEO, web design, app development and more, the **Adzooma Marketplace** is where clients can be matched with a digital agency that best suits their needs.

### The Challenge

Adzooma had been running their own affiliate program with professional marketers on board to help advocate for the platform, but realized they were missing out on an opportunity to engage their most loyal audience: existing happy customers.

Adzooma knew the payoff would be significant if they could find a way to turn as many users as possible into loyal advocates, and help those active advocates to bring in and convert more new users.

To support this goal, Adzooma searched for a customer referral solution that could be fully automated and seamlessly integrated into their app, making it as simple as possible for existing customers to refer and earn.

# 48%

## conversion rate increase

through the referral channel since starting to use SaaSquatch

*"We already had a loyal base of existing users who were helping us with word-of-mouth recommendations and referrals, but we had no convenient way to reward them and there was no process around that in place."*

**Sergei Danilov**  
Partnerships Manager  
Adzooma





## 💡 The Solution

Adzooma selected SaaSquatch as an experienced partner to power the launch of a double-sided referral program. The program rewards promoters and their friends with a £20 Amazon gift card each, when the referred friend connects their Google Ads or Bing Ads account to Adzooma.

It was important to Adzooma that platform users can quickly and easily share referral links from the dashboard without needing to remember another set of login credentials. Sergei Danilov, Partnerships Manager at Adzooma shares that:

"SaaSquatch provides our loyal users with a quick and convenient way to earn rewards right from the Adzooma interface. Since launching, we've been able to capitalize on this new acquisition channel, increase our reach, and introduce new customers to Adzooma. We're seeing bigger and bigger volumes of demand each month, plus a **48% increase in conversion rates** through our referral channel."

By exploring this new acquisition channel, Adzooma discovered referred users **complete product tours at a 15% higher rate**, and **keep their accounts active for 5% longer**.

Not only does the referral program bring forth a new stream of users, but by engaging and rewarding Adzooma's loyal audience, they have opened up new opportunities such as content collaborations and partnerships with other businesses.

Adzooma plans to continue finding more new ways to engage their loyal advocates with SaaSquatch and keep growing their user base: "Having an automated refer-a-friend program with SaaSquatch helps us stay on track for our acquisition and user engagement goals. It's helped us discover and leverage a brand new acquisition channel, and will continue to be a significant part of our marketing strategy going forward."

*"One of the biggest benefits we've seen from launching our referral program is the time saved on Refer-a-Friend management."*

*The program is fully automated and gives us confidence that rewards are always being delivered at the right time to the right people."*



Sergei Danilov  
Partnerships Manager, Adzooma

## 📊 Referral Program Results

48% higher conversion rates

Adzooma has seen a 48% increase in conversion rates through referrals since using SaaSquatch.

15% higher customer engagement

Referred customers keep their accounts active for 5% longer, and complete the initial product tours at a 15% higher rate.

48 days saved every year

A fully-automated solution saves Adzooma 8 hours per week on program management.

## Get in Touch!

Want to learn more about how the SaaSquatch platform can help your business grow?

Request a Demo

[sales@SaaSquatch.com](mailto:sales@SaaSquatch.com)

