



CLIENT

Jobber

INDUSTRY

B2B SaaS

PROGRAM

Referral Program

Building a strong community of entrepreneurs

Jobber is an award-winning business management platform for small home service businesses.

Jobber (@GetJobber) is an award-winning business management platform for small home service businesses, including lawn care, HVAC, plumbing, residential cleaning, and more. Unlike spreadsheets or pen and paper, Jobber keeps track of everything in one place and automates day-to-day operations, so small businesses can provide 5-star service at scale.

Since launching in 2011, 100,000+ service professionals using Jobber have delivered over \$15 billion in services to more than 12 million customers in 47 countries.

The Challenge

Jobber recognized from the start that referral marketing could help them convert qualified customers at a low cost. To take advantage of this channel, they started rewarding customer referrals with an in-house software solution. While this internal system generated referrals, program growth was restricted by an inability to make changes on the fly and incomplete metrics and analytics, and they needed a more robust, long-term solution to scale with their growth.

The in-house software solution required resourcing from the product team each time a program update was needed. The way the software was configured also prevented the marketing team from customizing rewards to specific users and groups. The marketing team needed an out-of-the-box solution that was self-sufficient and didn't demand significant development time and resources.

Jobber looked for a provider with more reward flexibility to better motivate all types of users. Most importantly, they needed a system that automatically tracked link sharing, reward fulfillment, and referral attribution in order to deliver a complete picture of the referral funnel and insight on how it could be continuously optimized.

18% higher ASP

Jobber's referred customers have an 18.15% higher average selling price than non-referred customers

"Our internal referral program was working well enough that we wanted to further invest in this channel, but we needed something more powerful to keep growing. We needed a solution that let us offer dynamic rewards that motivated more people to refer, and the ability for the marketing team to easily make program updates based on insights from a complete set of analytics."

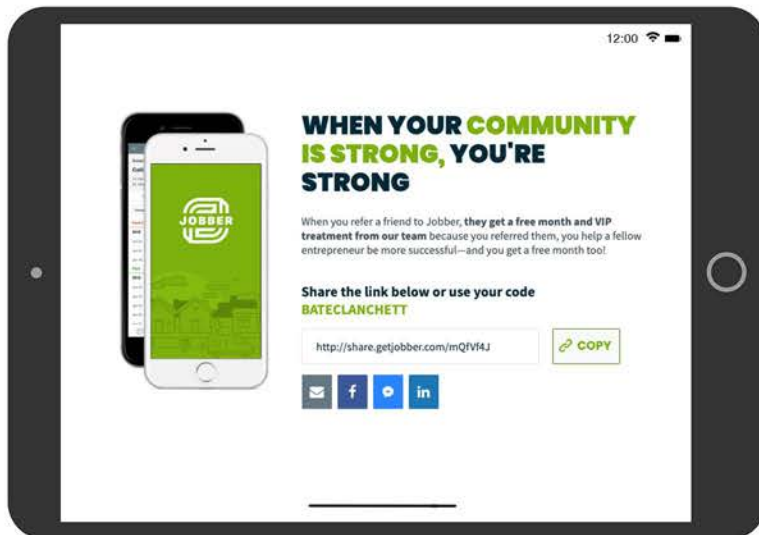
Rebecca Kapler
Customer Advocacy Manager
Jobber



The Solution

Due to the complexity of continuously updating and maintaining an in-house referral solution, Jobber teamed up with SaaSquatch to help streamline processes and accelerate their growth.

Jobber's new referral program lets you share a free month of Jobber to support other small businesses and build a stronger community of entrepreneurs, with an emphasis on a 'community over competition' sentiment throughout the branding of the program. The program can now automatically reward segments of users with either a free month of Jobber or a gift card, based on how they use the product, opening up a way larger potential for high-value acquisition.



As a result, Jobber's referred customers have a **5% higher lifetime value** and an **18% higher average selling price** when compared to non-referred customers.

Jobber's program managers have instant access to the SaaSquatch metrics and analytics that show what share mediums, channels, and rewards are performing the best. With this data, they can quickly test and make changes at a pace, magnitude, and scale that wasn't possible before.

"We've been able to level-up our decision-making significantly to optimize the program. For example, we can assess exactly what share mediums are the most popular, so we can quickly decide which channels to promote that will lead to the most engagement."

Jobber plans to utilize the SaaSquatch loyalty library to launch additional rewards programs that promote increased product engagement and fuel efforts across customer advocacy and product marketing. They're confident that the SaaSquatch team is the trusted and knowledgeable partner that they need to grow.

"Through customer interviews and word-of-mouth attribution tracking we know our customers are recommending Jobber as a tool they trust—which makes our day—so giving them better tools to refer through our program so other businesses in their communities get the best possible experience is how we're growing our program and marketing Jobber alongside our customers."

Rebecca Kapler
Customer Advocacy Manager



Referral Program Results

5% higher lifetime value

Jobber's referred customers have a **4.86% higher lifetime value** than non-referred customers.

18% higher average selling price

Jobber's referred customers have an **18.15% higher average selling price** than non-referred customers.

Days saved per program changes

Program updates that previously took days to coordinate and complete are now self-serve and take 15 minutes in most cases.

Get in Touch!

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

[Request a Demo](#)

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