Company
CoolBot (Store It Cold)

Industry
Cold Storage

URL
www.storeitcold.com/

Sales Process
E-commerce (single-step)

Applications Replaced
Spreadsheets, General Chaos

CoolBot

CoolBot has sold over 45,000 units since 2006 to all corners of the world, changing the way people cool their produce, food, drinks and more!

"Referral Rock is great. It's already given us a 10 X ROI. It's so easy to use and requires very minimal effort to run. We just set it and forget it."

John Bergher
VP of Sales and Marketing

Challenges

- CoolBot has a high NPS and benefits from word of mouth but has previously struggled to put a referral program in place
- Didn't have enough resources to manually manage or develop own referral program
- Needed a solution that was easy to use, provided accountability, and automated the process (from capture to reward distribution)

Solution

- CoolBot replaced their spreadsheets and created a scalable referral program
- Automated their referral program by integrating with WooCommerce and using Referral Rock to automatically fulfill PayPal rewards
- Incorporated their referral marketing initiatives into their other marketing channels
- CoolBots next focus is using Referral Rock's communication tools (such as Email Campaigns) to re-engage their existing member base

Results

- 10 X return on investment in the first few months
- Increased website traffic by 40,000 views

What's Next

- Doubling down on signing up new members and re-engaging existing members
- Adding new programs for different segments and partners channels

Invite

- Customer Care Team asks new customers to join their referral program
- Drip Campaign that goes out to all new customers. In emails 3 and 4 of the campaign, they ask their customer to join the referral program and use One Click Access to automatically register them
- Exploring options to enroll customers in program immediately after they purchase

Share

- Simple clear messaging and images to make it easy for their customers to share
- Multiple sharing options with straight-forward instructions

Action

- Clear Call-to-Action
- Active language with strong benefit statements
- Personalized touch through placeholders
- Engaging video content on Referral Page

Rewards

- Give $20, Get $20
- Referral gets $20 discount off their CoolBot purchase
- Member gets a $20 PayPal for every new Referral

Integration

- Online purchase with direct WooCommerce integration

Top Tip:

Automation is key but don't underestimate the value of personal relationships when asking for referrals.