

CoolBot®

CLIENT

CoolBot

+

Referral  
Rock

INDUSTRY

B2C Ecommerce

PROGRAM

Customer Referral Program

## How CoolBot Built An Effective Word of Mouth Marketing Solution That's Automated and Easy to Use

### The Challenge

CoolBot sells high-end cooling systems to the consumer market. Despite having a high NPS and large loyal customer base, CoolBot had struggled to implement a referral program.

"Referral Rock is great. It's already **given us a 10x 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



### CoolBot's Pain

There **weren't enough resources** to manually manage a referral program in-house.

**Struggled to track and attribute** customer purchases and only issue rewards for actual purchases (not every new lead).

Much of CoolBot's customer base was **less tech savvy**. Complicated referral processes were unlikely to achieve high adoption rates.



### The Solution

Referral Rock **automated the entire referral process** from advocate promotion and sharing to referral capture and reward fulfillment. Coolbot was able to create a scalable referral program with no manual work from their team.

Referral Rock integrated directly with Coolbot's WooCommerce store to **track new referral purchases** and automatically **distributes PayPal** rewards.

Using Referral Rock's one-click access feature, customers **automatically joined** and **shared pre-filled messages** with their unique links with a few button clicks.

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## The Results:

- Provided a means to **create loyalty and engagement** to a customer base that isn't subscription based or making repeat purchases.
- Customers that utilize the referral program are high visibility and serve as effective **digital brand ambassadors**.
- CoolBot was able to effectively **identify and target these brand ambassadors** partly through the referral program. In the first year roughly 100 customers joined the program each month, and in the second year 225 customers joined each month, on average.
- When CoolBot launched a more technical product, they used **customer data** from Referral Rock to identify their more tech-savvy customers and **launch** to an appropriate audience.

## The Numbers:

- 10x ROI in the first few months
- Increased website traffic by over 83,000 impressions
- 10% of total customers came through referral program, many others came from supplemental effects of the program
- 10% of customers registered as members for referral program
- Saved having to hire .5 full time employees to run a referral program



## Takeaways

- **Automate promotion** of the program by placing it into your existing touch points with your customers, especially email marketing.
- **Utilize the customer success team.** Referral Rock's customer success team worked extensively with CoolBot to ensure their program with features as needed. Next steps include new programs for different segments and partner channels and utilizing Referral Rock's email functionality to re-engage existing customers.
- **Use data** from the program to help **identify and target brand ambassadors**. A referral program isn't simply a widget for new leads, but a comprehensive means of engaging with and getting the most value from your customer base.

# Customer Flow & Experience

## Member Experience

Customers receive emails promoting referral program with one-click access buttons

Hey there,

Do you know someone who would love a CoolBot? If so, [join our referral program](#) and give a friend \$20 off a CoolBot and earn \$20 via PayPal when they purchase. (We've given over \$2,000 of rewards and discounts so far!)

[Click here to join the Give \\$20, Get \\$20 referral program.](#)

Cheers,

The dashboard is titled "Referral Program" and includes a "Terms and Conditions" link. It features "Share" and "Email Form" buttons. Below these is a unique referral link: <https://storeitcold.referralrock.com/V/DE72BF20/>. There are social sharing icons for Facebook, Twitter, LinkedIn, and Pinterest, along with email sharing options. At the bottom, a "Your Statistics" section shows: Referrals Sent (0), Referral Views (1), Leads Generated (0), and Sales Completed (0).

Members access their referral dashboard with tools to make and track referrals

The screenshot shows a Facebook share interface. The message text reads: "Have you heard about CoolBot? Build your own walk-in cooler with a window A/C and a CoolBot." The interface includes a "Post to Facebook" button and a "Public" privacy setting.

Customers share their unique link on various platforms with ready made messages

The email shows a PayPal logo and a message: "Hello, Robert Mica Longanecker" followed by a blurred area and the text "sent you \$20.00 USD".

Their members automatically receive a email with a PayPal reward for their successful referral

## Referral Journey

The email content includes: "Testy Testerson gave you \$20 off a CoolBot." A description of the CoolBot: "The CoolBot transforms any well-insulated room into a walk-in cooler by harnessing the cooling power of a standard air conditioner." A list of steps: "1. Add a CoolBot or CoolBot Pro to your cart, 2. Copy the code: CoolBot\_Friends, 3. Paste into 'Coupon code', 4. Click 'Apply coupon'." A "Get Your CoolBot!" button and a "Check it out" section with a video player for "CoolBot Pro Product Intro" and the text "Get Connected - Stay Cool.™".

Referrals are driven to a landing page where they get a coupon to use upon purchase

Referrals enter coupon as they purchase and are captured automatically into Referral Rock

The form has a checkbox labeled "Have a Coupon Code? Click here to enter your code". Below it is a text input field labeled "Coupon code" with the instruction: "If you have a coupon code, please apply it below."

Referrals, now customers, are invited to join the referral program with automated emails

Hey there,

Do you love your CoolBot and want to double your warranty? Simply [write a review here](#) and we'll make sure your CoolBot is protected under our plan for twice as long.

Also, don't forget that you can earn extra cash with our referral program. All you have to do is [click here to join](#), and then share your link on social media or with your friends to give them a little gift and to earn a little cash for yourself.

Talk soon!