

CoolBot®

CLIENT

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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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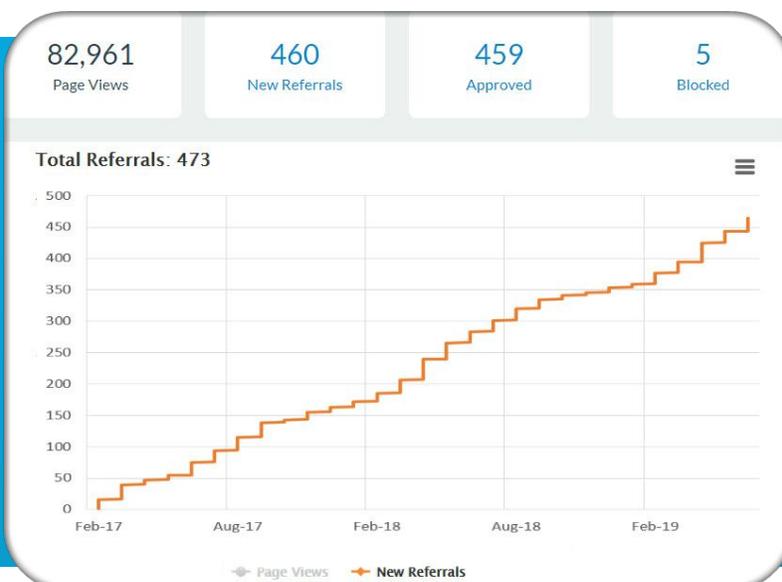
Referral
Rock

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,

Referral Program

Send a friend \$20 off a CoolBot and receive \$20 via PayPal when they use their coupon!

Terms and Conditions

Share Email Form

Your unique link to copy & paste anywhere:
<https://storeitcold.referralrock.com/V/DE72BF20/>

Share on your social networks

Facebook Twitter LinkedIn Pinterest

Email with your favorite provider

Mail Envelope Print Document

Your Statistics

Referrals Sent	Referral Views	Leads Generated	Sales Completed
0	1	0	0

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

Share on Facebook

Share on Your Timeline

Say something about this...

STOREITCOLD.REFERRALROCK.COM

Have you heard about CoolBot? Build your own walk-in cooler with a window A/C and a CoolBot.

Public Cancel Post to Facebook

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

Hello, Robert Mica Longanecker

sent

you \$20.00 USD

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

Referral Journey

Testy Testerson gave you \$20 off a CoolBot.

The CoolBot transforms any well-insulated room into a walk-in cooler by harnessing the cooling power of a standard air conditioner.

Click the button below, then:

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"

Enjoy \$20 off your CoolBot or CoolBot Pro!

Get Your CoolBot!

Check it out

CoolBot Pro Product Intro

CoolBot PRO

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

Have a Coupon Code? [Click here to enter your code](#)

If you have a coupon code, please apply it below.

Coupon code

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!