



CLIENT
Grover



INDUSTRY
B2C Ecommerce

PROGRAM
Customer Referral Program

How Grover Automated Their Referral Program With Minimal Technical Resources

The Challenge

Grover allows for customers to rent high-end electronics and equipment through their ecommerce website. Grover knew its potential customers relied heavily on recommendations from those they trust to make a purchasing decision, but Grover didn't have the tech resources and time available to build a referral program themselves.

"Referral Rock gave us an effective solution that was easy to set up and run. It's been so successful our referral program has become an increasing priority for us as we seek to maximize the results we get from this channel."
- Sakshi Ahuja, Global Campaign Manager

Grover's Pain

Grover knew most of its customers came from referrals but couldn't track referral data, engage systematically with their customer base to increase referrals, or configure the process to optimize results.

The tech team was busy constructing the core functionality of the product and didn't have time to build an in-house program or work on integrations.

To better engage their customers, Grover needed a referral program that was easily accessible as customers used their site.



The Solution

Referral Rock automatically captures all data related to the referral program, giving Grover the ability to optimize the program and tailor messaging to engage effectively with their customers.

Referral Rock provided ready-to-use templates and out-of-the-box integrations for their website and internal tools. Working with Referral Rock's customer success team, the referral program launched quickly and without extensive development resources.

Referral Rock allows Grover to embed the referral program directly into their customer's experience. Customers learn, join, and access the program behind Grover's customer login and within the emails Grover sends.

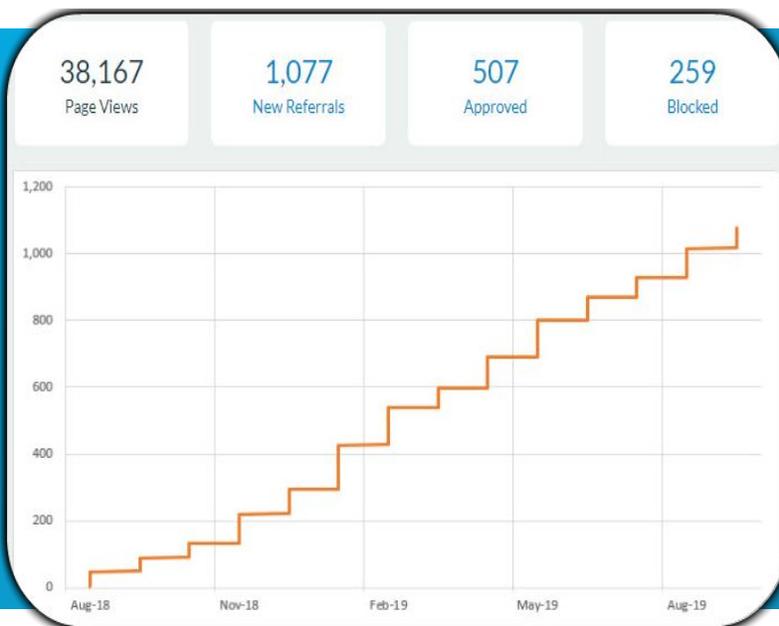


The Results:

- Grover quickly **generated positive ROI with minimal upfront work or ongoing program maintenance**. The referral program is deeply embedded into Grover's website and other customer touch points (especially email marketing).
- Grover was able to effectively **identify and target new brand ambassadors** through the referral program.
- Traffic driven through the referral program signed up at significantly higher rates than other sources. Over 50% of referral sign ups converted to new sales. The **conversion rates and CLV of referrals** were substantially higher than leads from other sources.

The Numbers:

- On average Referral Rock drove between **4 and 5 new customers per day** to the site. At times when an emphasis was put on promoting the program, **7 to 8 new customers a day** were driven to the site.
- One customer had over **180 referrals**, many had more than 10.
- **5,300 customers** registered as members for referral program to share.
- **Saved having to hire .5 full time employees** to run a referral program.



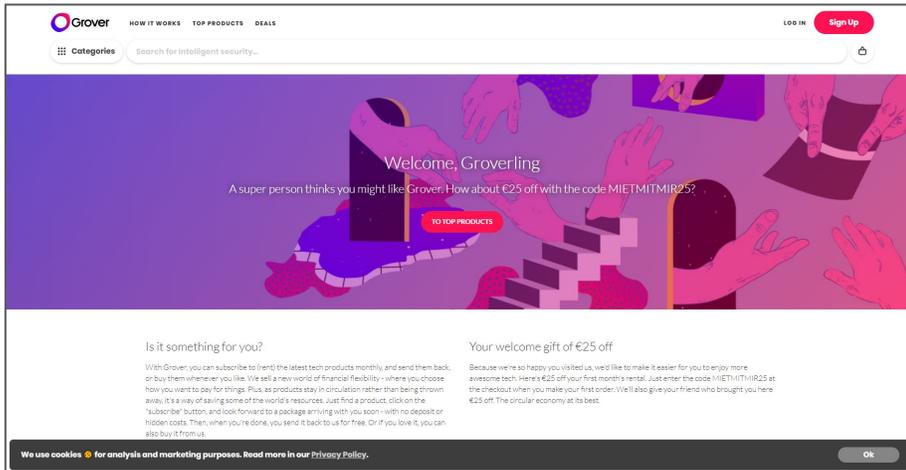
Takeaways

- **Automate promotion** of the program by placing it into your existing customer touch points. Grover uses multiple touchpoints such as website pop-ups and banners to promote the referral program to customers on its site. Create clear and effective messaging throughout the program.
- **Utilize the customer success team**. Referral Rock's customer success team worked extensively with Grover to quickly get their program setup and running.
- **Referral marketing works**. A referral program isn't simply a widget for new leads, but a comprehensive marketing channel. If you have large customer base, a referral program should be a no-brainer.
- **Segment by language**. If you work in multiple languages, run a different program for each language. This allows a more personalized and targeted experience.

Customer Flow & Experience

Member Experience

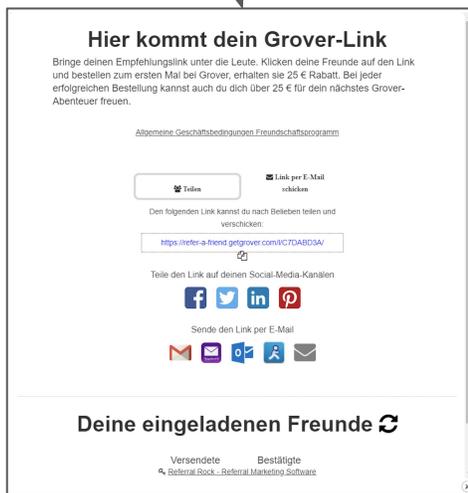
Customers view banners on the website explaining and promoting the referral program



Referring customer automatically receives an email with a discount code for their next purchase



Customers access their referral dashboard to make and track referrals

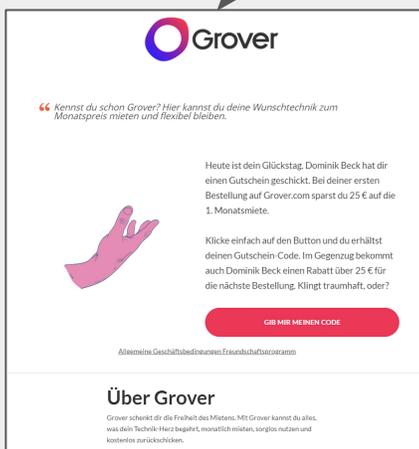


Customers share their unique link on various platforms with ready made messages



Referral Journey

Referrals are driven to a personalized landing page to learn about Grover and click the CTA



Referral purchases on Grover's website, discount is automatically applied, and information captured in Referral Rock

