



CLIENT

FeedXL

INDUSTRY

B2B SaaS

PROGRAM

Customer Referral Program + Partner Program

How FeedXL Tailored Their Referral Program To Multiple Audiences

The Company

FeedXL is a B2B SaaS business that provides a solution to Veterinarians, Nutritionists, Feed, and Supplement companies to help them quickly and accurately calculate dietary nutrient deficiency.

Why Referral Rock?

“We knew your Customer Success Team would help us get set up and launched but we’ve honestly been blown away. From the technical aspects to tracking and overall program management, you’ve made the entire referral process simple”

- Chelsey Benzel, Marketing Manager

The Challenge

FeedXL knew they had a loyal fan base of existing customers. They had a referral program set up but it was a very manual and time consuming process to track referrals.



Needed a more automated, integrated, and streamlined approach to replace their spreadsheets. Had issues attributing new referrals back to the appropriate individual.



Wanted to run two separate programs at the same time with completely different messaging and rewards for each of their audiences (Customers & Partners).



The Solution

FeedXL was able to utilize Referral Rock to create an automated and scalable referral program that required no manual work from their team.

FeedXL is able to track new referrals through the entire sales process and trigger rewards when a new subscription occurs without using spreadsheets.

FeedXL is now running two programs simultaneously (Customer Referral Program & Partner Program).



The Results:

(first 4 months)

Customer Referral Program:

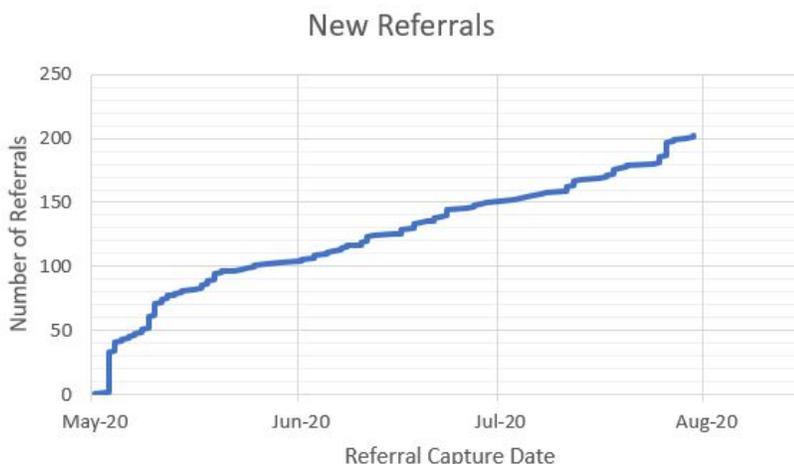
- **168 customers** joined the program.
- **Generated 150 new referrals.**

Partner Program:

- **26 Partners** joined the program.
- **Generated 66 referrals**

Additional Stats & Numbers:

- **Converting customers at 25%** (15+ new customers per month)
- **Increased web traffic** by 2,000+ views
- **Saves 5-8 hours of manual work** each week through automation



Key Takeaways:

- **Referral experience is tailored** to their specific audiences and branding requirements.
- **Complete control** over the programs design, promotion, messaging, rewards, and more.
- **Integrated the program** with their key systems and infrastructure.
- **Utilized our Customer Success Team** to quickly get their programs set up and running with a variety of best practices in place.
- **Segmented their existing customers and partners** to run two different programs for each audience.

