

CLIENT

INDUSTRY

PROGRAM

Typeform | B2B SaaS | Percent Discount



User growth with the power of referral marketing



Challenges

Find a way to generate word of mouth referrals and turn them into a consistent revenue-creating channel for a large userbase. Typeform knew that encouraging and rewarding their users to make referrals could help grow their customer base. Unfortunately with a large userbase it becomes a large technical challenge to automatically track and reward every referral.



Solutions

Quickly deployed a referral marketing program with the Referral SaaSquatch platform. Took advantage of flexible customization to make the referral program match the look and feel of Typeform's brand.



Results

Referral SaaSquatch's platform created 10% annual paid user growth for Typeform. The referral program continues to deliver results without the ongoing maintenance costs that come with other paid channels.

10%

ANNUAL PAID
USER GROWTH

“The Referral SaaSquatch platform helps us harness the power of word-of-mouth in a highly scalable and trackable way.”



Pedro Magrico
DIRECTOR OF MARKETING
TYPEFORM