

CLIENT

INDUSTRY

PROGRAM

**Ballpark | B2B SaaS | Percent Discount**

# SaaSquatch helps Ballpark scale their customer growth with referral marketing.



## Challenges

Ballpark wanted to run a customer referral program but didn't want to spend their own development and marketing time to build a feature that wasn't core to their product. Their current in-house referral solution needed to be replaced with a platform that provides deeper analytics and a customizable end user experience. This new solution needed to integrate directly inside the Ballpark Web Application and provide a seamless experience for end users.



## Solutions

The Ballpark team wanted to launch a customer referral program that looked, felt and acted like it was a native part of their application. They also needed a full end-to-end solution that included widgets, analytics and reward fulfillment.



## Results

After launch, the Ballpark Marketing team was able to track the health of their program, identify specific users and easily generate reports for the company. Ballpark's team was able to launch SaaSquatch in one week including installation, testing and review by all relevant departments.

# 9%

ANNUAL PAID  
USER GROWTH

“SaaSquatch was a breeze to setup and the portal gives us valuable stats and reporting that we weren't able to get with our previous home-grown referral program.”



Simon Vreeswijk  
MARKETING MANAGER