



# 16

## *Award-Winning* Customer Advocacy Success Stories

— 2020 EDITION —

Award-winning B2B marketers and business leaders share their secrets for fueling business growth through the power of their advocates.



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## INTRODUCTION

# What exactly are the BAMMIES, anyway?

The BAMMIES recognize the amazing achievements of forward-thinking B2B customer-centric leaders across the globe that put their fans and advocates at the heart of their organizations.

The 7th annual BAMMIES were awarded across 14 categories ranging from Most Engaged Advocate Community to Best Use of Advocates at a Virtual Event. We received a near record-setting number of submissions from brands that are harnessing their customers' and fans' enthusiasm to generate real business growth. Many winners used advocacy to support objectives across marketing, customer success, product development, and sales.

We celebrated the nominees and winners during a virtual ceremony inside Influitive VIP, our customer-only hub.

In this e-book, you'll learn how these leading companies and individuals built and sustained thriving communities of passionate advocates that create value across their business. Happy reading!



*Advocacy starts with you.*

Get in touch with us today to learn more about the power of customer advocacy and how to build your own community.

[Request a Demo](#)



## MOST ENGAGED ADVOCATE COMMUNITY

**WEBROOT®**  
an **opentext™** company

**Luminaries**

Since 2017, the *Webroot Luminaries* program is where customers connect with their peers, learn cybersecurity best practices, and provide feedback to the teams that build **Webroot** products.



*“One of the most important metrics for any successful and healthy advocacy program is how engaged its community members are. Our focus is keeping in constant contact with our Luminary members by creating engaging content and challenges that keep them coming back for more”*



**Drew Frey**

Senior Manager, Marketing Communications

When customers began working remotely, Webroot provided educational materials and training on how to work from home effectively and deploy new Webroot instances remotely to help IT Managers. By making this content exclusively available in their community, Webroot created a mutually beneficial and exclusive experience for their top customers.

### METHODS

- Established customer trust through product feedback surveys to identify pain points and how Webroot could help
- Partnered with Webroot Education department to create technical and sales certification badges
- Provided certified Luminaries with special Webroot Certification plaques and badges that could be shared externally
- Empowered power users through education to become subject matter experts in their specific disciplines

### IMPACT

- **2,140** total joined advocates
- **90,013** total acts of advocacy
- **1,092** third-party reviews
- **3,682** topic replies in the community
- **16%** decrease in technical support requests from certified partners (vs non-certified partners)
- **\$795,488** in generated ROI (based on benchmarked data)

## BEST “OUT-OF-THE-BOX” INITIATIVE



### VIP Rewards

Tasked with increasing engagement in their Salesforce support community, IBM developed an automated, end-to-end process where their support advocates earned points in their VIP Rewards program by posting and answering questions in the support forum.



*“This symbiotic relationship gives the IBM support forum and the IBM advocacy program the perfect environment to expand and grow together by fully taking advantage of the success and user base of one another. A win-win for both programs.”*



**Kim McCall**

Business Programs Manager: Strategy & Transformation

The entire experience is seamless and integrated, offering IBM customers a great incentive for helping themselves and others looking for solutions to often complex technical issues. By integrating their support forum with Influitive, IBM provided an innovative way for support advocates to engage with them and their fellow product users while actively being rewarded through gamification at scale.

#### METHODS

- Connect with a back-end ticketing system that has both gated and closed API designs
- Ensure data is transferred and synchronized in real-time across a number of back-end systems (points, user profiles, forum activity)
- Create rules and workflows to mitigate malicious and spammer activity

#### IMPACT

- **30%** of Q&A pairs are created and answered by IBM’s advocates, which are facilitated by the integration
- **\$150,000** in support cost savings within one quarter
- **\$500,000** in projected cost savings for a full year

## BEST ADVOCATE IMPACT ON PRODUCT DEVELOPMENT

# NUTANIX | Customer XTRIBE

Nutanix (NASDAQ: NTNX), a leader in private cloud, hybrid and multicloud computing continually looks for ways to improve its products and services for customers. In fact, two of Nutanix's cultural principles are: obsess over the customer, and design is everything.



*“Customer XTRIBE connects the Nutanix Design team with customer advocates instantly for design feedback on new features. The program is a great ally to have in our company goal to be more customer-centric in product design and development process. Customers love it too because they have a real impact on Nutanix products.”*



**Christie Vaughan**  
Manager, Customer Marketing

For 2020, the XTRIBE team was focused on recruiting over 100 customers to complete product feedback surveys, participate in beta testing sessions and complete 1:1 interviews with the Nutanix Product and Design teams. Working directly with product management, customer success and design, Nutanix provided unique opportunities for their XTRIBE members to share feedback and make a direct impact on their product and design roadmap.

### METHODS

- Collaborated with Customer Success, Design and Product Management teams to create in-depth product surveys
- Using challenges, XTRIBE asked their members to opt into completing product surveys
- Connected members for 1:1 phone and video calls with the Nutanix Design team

### IMPACT

- **68%** increase in survey completions YoY
- **203%** above the goal of customers participating in UX feedback sessions
- **25** hours of in-depth customer interviews
- **\$20K** in UX and design cost savings
- Studies led to an **entirely new product re-design project**



## BIGGEST SALES IMPACT BY ADVOCATES

**cvent**

**Celebrity**

In the wake of the global pandemic, Cvent, the industry-leading meetings, events, and hospitality technology provider, was looking to re-focus its 2020 customer advocacy strategy in response to changing market demands and increased desire for virtual and hybrid event best practices.



*"2020 has been our year for establishing a strong presence across channels to enhance upsell/cross-sell for teams and leverage the opportunity to reach out to a newer audience. Though we believed our engagement efforts might dip, we did see our advocates engaging more than ever."*



**Moinak Ray**

Assistant Manager, Customer Marketing

Cvent's pivoted strategy centered on reinforcing customer engagement and loyalty while building sales pipeline for its virtual event solution. The Cvent Celebrity team doubled down on the three R's: Referrals, References and Reviews. Instead of focusing solely on lead generation, Cvent leveraged its 20-plus years of industry experience to drive market credibility through user-generated content from their advocates while delivering free training and Cvent Certification opportunities to all users around the world.

### METHODS

- Improved referral challenges to incorporate training and Cvent Certifications offers to provide additional value to Cvent advocates and their referrals
- Collaborated with content marketing to run campaigns for user-generated content (e.g., 3rd-party reviews, testimonials, case studies)
- Created challenges to mobilize advocates to complete reference calls and join Cvent's reference program

### IMPACT

- **186** referrals received
- **98** reference calls
- **467** third-party reviews (Capterra, G2, TrustRadius)
- **475** customer stories collected for case studies and testimonials

## BEST PROGRAM ROI



For 45 years, **Information Builders (ibi)**, a TIBCO company, has been future-proofing customers so they can build, embed, and automate intelligence across their organization.



*“myibi is now a critical channel to enable customer learning, support, and success. Our 2021 will continue to represent that ongoing commitment”*



**Frances Gambino**

Former VP Technical Knowledge Management

The company’s overarching commitment to putting customers first is reflected in its reputation for enabling its customers’ success through hands-on support and education. In June 2020, the company launched its *myibi* community, which was designed to facilitate customer success through the four “E’s”: enablement, enjoyment, engagement, and education. Their customer advocacy, marketing, and enablement goals included increasing user group attendance, driving registration to customer education and self-study programs, providing an improved customer connection experience, and rapid membership growth for *myibi*.

### METHODS

- Create a channel inside *myibi* to facilitate company and product feedback
- Increase attendance to the company’s quarterly Customer Education KnowledgeShare series
- Drive product learning and adoption through increased customer requests for ibi Learning Plans and self-study learning registrations
- Encourage customer forum participation through gamified experience

### IMPACT

- **2,957** total acts of advocacy
- **2,400** Customer Education KnowledgeShare registrations (60%+ increase YoY)
- **31%** increase in user group attendance YoY
- Reached 50% of year-end member goals **within 15 days of launch**



## BEST BRANDED HUB



Through the power of the cloud and AI, Genesys connects every customer moment across marketing, sales and service on any channel while also improving employee experiences. Genesys' brand identity is crafted around the cornerstone of their software: empathy.



*“To us, brand affinity means creating a space for advocates to feel as though they are part of a community and seek to go above and beyond to benefit that community.”*



**Jenna Feldman**

Senior Customer Advocacy Program Specialist

Ensuring that their customers' agents are empathetic in every customer interaction is what makes them unique. This branding is carried throughout their GCAP community – from their levels and badges, challenge images, referral campaign, to their rewards catalog and more. An open community, GCAP encourages friendly competition and connection, inspiring a sense of individualism that goes beyond the traditional service-based vendor relationship.

### METHODS

- Re-designed badges and levels for increased brand alignment
- Spun up industry-specific COVID-19 Pandemic Discussion category and topics in real-time
- Offered rebranded GCAP rewards (e.g., coffee mug, backpack, planter set)
- Expanded gift and charity options to be inclusive of international customers
- Hosted a virtual GCAP Happy Hour to replicate typical in-person customer luncheons

### IMPACT

- **1,330** new members in 2020
- **2,100** monthly challenge completions
- **60%** referral sign-up rate
- **\$138,000** in generated ROI from referral challenges

## BIGGEST IMPACT ON CUSTOMER EXPERIENCE



### HPE Insiders for SimpliVity

For **HPE**, relationship-building never stops, nurturing never stops and being there for your clients never stops. HPE helps its clients succeed by making sure they have an influential seat at the table in all areas of the business.



*“In order to have a successful community, you must go above and beyond for the members. Showing clients that they can depend on you is a critical step in the advocacy process and will open many doors.”*



**Jennifer Susinski**

Customer Advocacy & Marketing Manager

Clients provide feedback to product management and engineering by way of focus groups and beta testing to help enhance their offering. Advocates consistently collaborate with customer experience, support and user experience teams to share candid feedback on what is working, what is not and what else they might need. They also engage with sales on how the sales cycle can be improved and play an active role in how sales reps are trained in the space. Lastly, peer to peer relationships are encouraged and fostered which is a true highlight for all community members.

#### METHODS

- Had select clients attend sales trainings to help improve sales talk tracks
- Created client spotlight opportunities by having them featured in Upshot stories
- Offering highly targeted asks for product beta testing, UX sessions and client success surveys

#### IMPACT

- **539** acts of advocacy
- **3,458** challenges completed
- **62%** increase in new members YoY
- **52** sales reference requests fulfilled
- **22%** increase in pipeline and revenue influenced YoY



## BIGGEST IMPACT ON CUSTOMER EXPERIENCE

# WILEY

## Knerd Studio & WileyPLUS Studio

Wiley's customer communities are for higher education instructors using Wiley's online teaching and digital learning courseware.



*"In 2020, we rose to the challenge and empowered our instructors with the resources and knowledge to foster success under unprecedented circumstances. Through discussions, events, and ongoing connections, we sought, as a community, to find answers to today's most challenging problems in higher education"*



**Jessica Mitchell**

Customer Advocacy Program Manager

When college campuses began closing in March, the higher education world changed dramatically. Guided by the voices of their customers, Wiley developed a strategy aligned closely with their business partners in sales, customer success, customer experience, product management, marketing and corporate giving. They developed a framework called the HELP model, which includes: Humanity, Empowerment, Leadership and Peer connection.

### METHODS

- Published a channel in both Studios to help customers connect and provide tips that would help them teach online
- Launched a Peer Advisor program, enrolling top advocates to coach late-stage prospects and customers looking to fine-tune their own courses
- Built a Back to School campaign where advocates could earn a Wiley-branded mask for engaging in educational challenges
- Ran a 3-day virtual event, "Wiley's Wicked Summer Camp for Online Teaching"

### IMPACT

- **58%** growth in Knerd Studio membership (29% for WileyPLUS Studio)
- **22%** increase in product activations YoY
- **15,455** educational challenge completions
- **\$400,000** in influenced revenue from Peer Advisors Program
- **73** product reviews in less than 6 months
- **\$36,000** in cost savings from Product Advisory Community feedback

## BEST USE OF ADVOCATES AT A VIRTUAL EVENT



### Quality Cafe

MasterControl is a leading provider of cloud-based quality and compliance software for life sciences and other regulated industries, serving over 1,000 customers worldwide.



*“Peer connections are powerful, and we didn’t want our customers to miss out in 2020. We quickly pivoted our in-person plans to virtual and in a matter of days created a new Influitive hub to serve as the event’s center for connection between customers and employees. This made the Masters Conference possible while offering much-needed fun to drive away anxious feelings many experienced in the pandemic’s early days.”*



**Austin Schempp**

Customer Marketing Program Manager

As the COVID-19 pandemic devastated Europe, MasterControl cancelled their largest European event in Milan, Italy, weeks before its start. Not wanting to miss a chance to connect with customers, they quickly pivoted in-person plans to virtual experiences for an online event. And in a matter of days, they created a new Influitive hub to serve as the event’s center for connection between customers and employees.

#### METHODS

- Encourages attendees to share how they were experiencing the event on social media, helping everyone feel connected
- Virtual Hackathon asking customers to suggest product enhancement ideas and then attend the live voting event
- Held live expert-led discussions, leveraging the popular “Ask-me-Anything” style
- Hosted a Virtual Happy Hour to inspire community and connection
- Offered a robust rewards catalog including branded items and international gift cards

#### IMPACT

- **50%** attendance rate
- **850** total acts of advocacy
- **582** challenge completions
- **20** customer sign-ups for reference activities
- **17** new online reviews across Capterra



**BEST EMERGING PROGRAM****SAS Analytics Explorers**

**SAS**, a leader in business analytics software and services, launched the *SAS Analytics Explorers* program for its most ardent advocates, users and fans.



*“The program has been enthusiastically embraced by our Advocate community as evidenced by the 50 NPS score in program surveys. This is our North Star, giving us guidance that we are delivering on advocate’s wishes and is at the core of the program we are building.”*

**Dean Shaw**

Global Advocacy Program Manager

In the wake of COVID-19, SAS quickly pivoted their recruitment and advocacy strategy to focus ample time and resources on nurturing their current advocates. They ambitiously launched the program in North America, EMEA, LATAM, and Asia-Pacific, supporting five distinct languages. The team achieved buy-in across several global departments, such as Sales, Marketing Communications, Training and Education, SAS Communities, Customer Success, Customer Partner Teams and Executive Leadership.

**METHODS**

- Hosted a live webinar to introduce customers to the *SAS Analytics Explorers* program
- Executed internal and external contests to increase internal awareness and recruit advocates
- Embedded advocacy in virtual events to engage, recruit and mobilize advocates
- Implemented a 70-20-10 model for building challenges (70% Global, 20% Regional, 10% Local) to ensure international markets felt recognized
- Created promotional videos for internal and external stakeholders to demonstrate the program’s value prop

**IMPACT**

- **394%** increase in joined members YoY
- **61%** engagement amongst *SAS Analytics Explorers* Program Members
- **28,074** total acts of advocacy
- **\$777,349** in generated ROI
- **1,173** shares on social media

## PEOPLE'S CHOICE: MOST PASSIONATE COMMUNITY



# JAMF Heroes

When Jamf, the standard in Apple Enterprise Management, needs something from their advocates, members of *Jamf Heroes* deliver—every single time. Why? Jamf built a thriving and passionate community where trust lies at its core.



*“Jamf Heroes continues to grow because of the passion from both the Jamf Heroes themselves and the Jamfs who believe in the voices of our customers. I can’t wait to see what’s yet to come!”*



**Jeni Asaba**

Manager, Community Engagement & Advocacy

From its inception, *Jamf Heroes* was purpose-built for customers, taking their feedback and pivoting their strategy and tactics based on current member wants and needs. In the midst of the pandemic, Jamf’s strategy quickly became all about listening more intently, being virtually close to customers and helping in any way possible. *Jamf Heroes* put their passion on display when voted during our People’s Choice contest, ultimately helping Jamf net this prestigious award.

### METHODS

- Diversified their feedback methods using challenges, virtual meet-ups and user conference activities across multiple channels
- Hosted 10 Jamf virtual meet-ups - with 45 customers across 11 countries in a single meeting
- Collaborated with *Jamf Heroes* members to pen 8 blog posts and 1 large case study

### IMPACT

- **\$4,150** worth of points donated by members to charitable organizations
- **20+** hand-written notes sent by members to Jamf’s Technical Support team
- **148** new online reviews
- **28,814** acts of advocacy in 2020
- **13** customer videos contributed within 24-hours to Jamf’s all-company meeting



## ADVOCATE MARKETER OF THE YEAR

Jon Ashley

sage

Once again, we had an incredible roster of nominees for Advocate Marketer of the Year and couldn't choose just one. Our first winner is **Jon Ashley**, Head of Global Customer Advocacy at Sage.



*“As an experienced and dedicated customer advocacy professional, my roles at Cisco and now Sage, revolve entirely around the voice of the customer. With the Sage Champions program, we have the vision and the determination to ensure every Sage advocate knows we start with the customer and put them at the heart of everything we do.”*



**Jon Ashley**

Head of Global Customer Advocacy

Jon joined Sage in 2018 to establish and scale a new advocacy program and was immediately recognized as a much-needed Advocacy subject matter expert, receiving a promotion to the Global Lead for Advocacy just six months after joining. He successfully networked and lobbied the senior leadership at Sage for the need for Customer Advocacy within the business, and having worked strenuously within the complicated frameworks within the Sage business and within a Global pandemic, successfully launched three *Sage Champions* hubs, built on the Influitive platform, just 12 months later.

### ACCOMPLISHMENT

When Jon took on launching an ambitious global advocacy program in 2019, he began by re-crafting guidelines for the Sage Spotlight program to guarantee the constant throughput of high-quality customer stories for use at events, in presentations, in pitches, online and across social, and within marketing collateral. Further, he spearheaded the launch of the *Sage Champions* programs in July 2020 (in North America for the US and Canada, and a combined English speaking hub for the UK, Ireland, South Africa and Australia and the EU for Spain, Portugal, Germany and France). All three programs allow Sage to capture more customer feedback than ever before, shape product development and better understand market perceptions leading to better planning.

### IMPACT

- **317+** mentions of Sage Champions across LinkedIn
- Exceeded 2020 membership goals by **200%**
- **100+** global customer stories generated
- **4.3** acts of advocacy per Sage Champions member within the first 90 days
- Leads an **8-person** customer advocacy team, up from 2 at the start of 2020

## ADVOCATE MARKETER OF THE YEAR

# Nick Venturella | CERIDIAN

Our second winner is **Nick Venturella**, Customer Engagement Operations Manager at Ceridian. With a storied career that includes being an entrepreneurial musician, writer and artist, Nick has spent a lot of time passionately helping others with their marketing.



*“Everyone has something to communicate, pitch, or sell. I help to effectively communicate that “something” to build appropriate relationships toward a desired result, and in my current role at Ceridian, I have the pleasure of communicating with our customers to build relationships that truly benefit them. It’s very rewarding.”*



**Nick Venturella**

Customer Engagement Operations Manager

He joined Ceridian in 2016 to help grow the company’s customer advocacy program, XOXO. Taking over day-to-day leadership of the program in 2018, with the goal of growing program membership, mapping out more tailored customer journeys and ultimately helping grow the Ceridian business ten fold.

### ACCOMPLISHMENT

Expanding the program’s global footprint in 2020, Nick and team launched XOXO in the United Kingdom, Ireland, Australia, and New Zealand. This, among other key strategies and tactics, helped strengthen Ceridian’s customer personas, cultivate customers into Ceridian brand advocates, accelerate their career success and positively impact other business units across Ceridian to meet and exceed their departmental goals. Outside of Ceridian, Nick has become a thought leader in the customer marketing and advocacy space, speaking at a number of conferences, including the 2020 CMX Summit and Influitive Advocamp events. Nick continues to study business and marketing, paying his knowledge forward to those new to the customer marketing discipline.

### IMPACT

- **8,550+** joined members in 2020 (12% increase YoY)
- **78%** engagement rate for global XOXO members
- **1,700+** peer-to-peer connections made in XOXO Hub
- **25,500+** social shares from XOXO members, generating nearly **85,000** clicks



## ADVOCATE MARKETING PROGRAM OF THE YEAR - SMB



Prophix, a global leader in Corporate Performance Management software, launched its advocacy program *Red Carpet* in 2018, connecting customers and partners together and with nearly all departments at Prophix.



*"We have an incredibly well-rounded hub and overall advocacy marketing program, with buy-in from multiple levels of our organization. Advocacy means the world to us, and Red Carpet is an integral part of our company's ambitious growth plans."*



**Mark Behar**

Customer Advocacy Manager

In 2020, Prophix focused on inviting larger numbers of international customer groups, as well as adding in employees (especially consultants) to further build out their communities. They also made discussion usage and product knowledge a priority in their 2020 planning, giving the program further value-add for customers and bolster their investment with Prophix.

### METHODS

- Re-built their onboarding channel in Q1 2020, in collaboration with Customer Success and Professional Services teams
- Created a new Mentorship channel to bolster their Mentorship pilot program
- Hosted Ask-Me-Anything sessions and asked customers to post product tips and tricks to boost discussions usage
- Published ProTips videos that were exclusively available inside the Red Carpet program
- Had a standalone channel to complement their 2020 Virtual Summit

### IMPACT

- **10,675+** acts of advocacy in 2020
- **94%** increased discussions activity YoY
- **380+** Product Marketing and Product Planning challenge completions in 2020
- **100+** in-depth user reviews published
- **80%** increase in new members YoY
- **\$409,804** in generated ROI

## ADVOCATE MARKETING PROGRAM OF THE YEAR - MID-MARKET



UserTesting, a leading global provider of on-demand human insights, launched their *CommUnity* in 2019 to help identify power users and fans while enabling them to expand and highlight their knowledge and success.



*“Our CommUnity is a key aspect of our overall success in the market. As an emerging best practice, our CommUnity members look to each other as well as to us to get feedback, ideas, and best practices.”*



**Andy MacMillan**  
CEO

Rolling the program out first to known promoters helped UserTesting achieve critical mass and scale recruitment among their primary users across the globe. New members can receive a personal, live walkthrough of CommUnity, which the team has found results in higher program adoption and engagement. Further, teams from across UserTesting, including executive leadership, routinely lead CommUnity-sponsored events and discussion forum topics and events.

### METHODS

- Promoted mutual-beneficial opportunities for UserTesting power users (e.g., reviews, referrals, participating in webinar panels, recording podcasts, speaking opportunities and other high-profile engagements)
- Hosted Monthly Town Halls and Ask the Expert sessions exclusively inside the *CommUnity*
- Rolled out virtual user groups across 7 regions where attendees were rewarded with a Grubhub gift card, redeemable only in the *CommUnity*
- Collaborated with UserTesting’s education team to create complementary badges in *CommUnity* for those completing specified courses in UserTesting University

### IMPACT

- **1,031+** *CommUnity* members (636 are engaged)
- **75** average NPS score for *CommUnity* members
- **8,754+** challenges completed
- **456** social shares
- **\$103,606** in generated ROI



## ADVOCATE MARKETING PROGRAM OF THE YEAR - ENTERPRISE



### The Gateway

Over the past 4 years, Cisco has championed its global advocacy community, *The Gateway*, rapidly expanding it to more than 20,000 Cisco advocates globally.



*“You guys at The Gateway have changed my passion levels for Cisco as a whole, you have engaged me at a human level that is just unheard of in such a big company. You have challenged me to look at the other stuff Cisco does and have helped me grow myself in a way that has been so interesting because you have given me a ‘gateway’ into the breadth of the technology world around me.*”

**Joshua Beaver**

T-Mobile (Gateway Americas Rockstar Advocate)

Additionally, Cisco’s flagship “Cisco Live” user conferences was where the team recruited their very first advocates and also where they got to know “Gatewayers” on a personal level. With a global pandemic at the helm, Cisco had to completely rethink its entire advocate engagement and digital recruitment strategy and centered their focus around four key pillars: introducing innovative digital campaigns, adopting a segment-led and industry-focused advocacy approach, delivering impactful moments that matter to top advocates, and further integrating advocacy into sales, CX and other key Cisco business units.

#### METHODS

- Introduced several new out-of-the-box creative campaigns, most notably the “Faces of The Gateway” video series
- Launched the Gateway Wellness channel, which promoted advocates’ wellbeing, including a cycling wellness video with Emma Roffey, Cisco’s Vice President of EMEAR Marketing
- Introduced a new Manufacturing channel to reach thousands of previously untapped manufacturing advocates
- Launched “I am a Gateway Rockstar” campaign, which surprised new and existing Gateway Rockstars across the globe with a written letter and custom badge to formally congratulate them for achieving Rockstar status in the hub

#### IMPACT

- **20,121** total number of advocates globally
- **\$3,187,451** in generated ROI
- **266,937** acts of advocacy in 2020
- **86,865** social shares
- **4,574** new advocates recruited digitally in FY20
- **312** product reviews captured

## ABOUT INFLUITIVE



# Your strategic partner in customer advocacy and engagement

Influitive works with forward-thinking marketers and digital businesses who want a better way to engage customers and mobilize advocates to increase referrals, references, reviews, case studies, and more. Our easy-to-use SaaS platform combines industry-leading customer advocacy tools, expert services, and training with intelligent automation, gamification, and personalization features that drive extreme engagement and customer growth at scale.



*Earn points,  
get rewards!*

Experience what customer advocacy and engagement can be for your organization. Join Influitive Experience today!

[Register Now](#)





Contact us today to learn how Influitive can help turn your  
customers into engaged advocates

Just like we've done for the BAMMIE winners featured in this e-book!



<https://www.influitive.com>