BAM

BEST
ADVOCATE
MARKETING
AWARDS 2021

15
Award-Winning
Customer Advocacy
Success Stories

—— 2021 EDITION ——

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

influitive

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INTRODUCTION

What exactly are the BAMMIES, anyway?

The BAMMIES recognizes outstanding advocacy programs alongside the customer marketing, customer success, and customer experience professionals that run them.

The Influitive BAMMIES are the longest-standing awards program for customer marketing and advocacy professionals.

The 8th annual BAMMIES were awarded across 14 categories ranging from Most Engaged Advocate Community to Program of the Year. We received a record-setting number of submissions from brands that harness their customers' and fans' enthusiasm to generate real business growth. From running a massive lead generation campaign and building

product advisory councils to running reference programs and crafting exclusive virtual event experiences, our winners achieved a combined year-to-date ROI of over $17.5 million. Fifteen extraordinary teams and professionals were recognized at our virtual awards ceremony.

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 businesses. 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

Viewpoint | The Viewpoint Network

Launched in 2016, a primary goal for *The Viewpoint Network* is to build trust with their customers and in turn create advocates. The Trimble Viewpoint team strives to tap into customer feedback opinions to create an environment where users have the tools they need to learn and grow.

INFLUITIVE BAMMIE

2021 Winner

Most Engaged Advocate Community

"Our advocates continue to return and engage with the Network because they enjoy learning and connecting with each other and with us. Through tips and tricks, industry topics, product training, weekly webinars, and more, we bring value to our customers and give them a space to be recognized by the community and Trimble Viewpoint."

Kathleen Orazio
Customer Advocacy Marketing Manager

Some of the ways Trimble Viewpoint has built a highly engaged community include running monthly re-engagement campaigns with educational and feedback challenges, quarterly seasonal campaigns, and hosting live Q&A events exclusive to community members. They also empower the community with a strong voice that influences product and program development and in turn has created high customer satisfaction scores for the company.

METHODS

- The Viewpoint Network is a destination for advanced product releases, updates and beta groups

- Host exclusive Q&A sessions after quarterly Technology Huddle webinars where members can engage with product experts and continue to ask questions

- Built a dedicated campaign with challenges and discussions tied to Suicide Awareness Month (the suicide rate for construction workers is the second highest of all industries)

- Runs monthly re-engagement campaigns targeted to customers who have not engaged with the Network in 6 months. Activities include a feedback challenge to learn why they have been unengaged

IMPACT

- **26%** engagement rate in 2021

- **72,956** acts of advocacy in 2021

- **20%** membership growth YoY

- **10-20%** higher product usage amongst community members

- **4,554** social shares, resulting in 6,474 social clicks

- **2-3 point** higher CSAT score for community members

BEST 'OUT-OF-THE-BOX' INITIATIVE

NUTANIX™ | Partner XTRIBE EMEA

INFLUITIVE BAMMIE

2021 Winner

Best Out-of-the-Box Initiative

The Nutanix Partner team ran a "Be a Lead Hero" campaign, which challenged their partner community to register as many marketing leads as possible, and in turn would win highly coveted prizes.

"Running this campaign has really helped us deepen our relationships with key marketing contacts within the partners program. We've seen not only our co-branded campaign execution increase, but also a major uplift in new leads being registered. We're very happy with the results and look forward to seeing further growth with this initiative in the future."

Rita Caruso
Partner Portal Coordinator

The team created a three-step challenge campaign to help simplify and gamify the process and then ran a leaderboard challenge to encourage partners to step up their game. Due to the success they have seen, the Nutanix Partner XTRIBE EMEA team plans to launch a new version of the incentive in 2022 to keep engaging with our advocates and generate even better results.

METHODS

- The first challenge was a 'Terms and Conditions' activity, where Nutanix explained all rules and criteria to enable partners to participate in the contest

- In the second and third challenges, partners would complete their lead entries and demonstrate completion by submitting a screenshot inside the hub

- Nutanix ran a leaderboard challenge to inspire competition and encourage more submissions during the contest window

- The contest was promoted to Nutanix partners via newsletters, notifications from the platform, and Nutanix's partner marketing teams

IMPACT

- **378%** increase in registered qualified leads

- **10,000+** leads registered

- **10** major prizes awards, including the iPhone 12 Pro, Sonos Move speaker and Apple AirPods Pro

BEST TECHNICAL ACHIEVEMENT IN A PROGRAM

UserTesting | **CommUnity**

INFLUITIVE BAMMIE
2021 Winner
Best Technical Achievement in a Program

UserTesting, a leading provider of human insight and experience testing platforms, was looking for a way to directly incentivize customers to create and launch tests in their platform while also driving traffic to their customer *CommUnity*.

"The CommUnity is a very important way for us to stay in touch with our most committed users. I am excited about the integration we've created with Influitive and am looking forward to building out further and deeper integrations. There's so much great content in the CommUnity that would be great to give customers access to within our platform."

Kaj van de Loo
Chief Technology Officer

Working with Influitive's engineering team, they developed an API that directly connected the UserTesting platform to their *CommUnity*, automatically awarding points to customers for every test they launch, with bonuses awarded for hitting milestone tests like 1st, 10th and 100th. Customers who complete tests in the UserTesting platform are identified in the *CommUnity* as part of a scrolling admin list of customer activities.

METHODS

- The integration provided a touchpoint to customers already in the *CommUnity* for their work in the platform

- Not all UserTesting customers will have a customer success manager, so the integration helps surface power users who could then be invited to the *CommUnity*

- Enhanced reporting capability through the integration enables UserTesting to compare the relative product engagement of customers in the *CommUnity* versus customers who have not yet joined

IMPACT

- **400** newly identified power users that can be targeted for future *CommUnity* recruitment campaigns

- **64** member sign-ups per month, strictly from the integration

- *CommUnity* members are on average **higher product users/adopters** than non-CommUnity members

BEST ADVOCATE IMPACT ON PRODUCT DEVELOPMENT

WILEY | Knerd Studio & WileyPLUS Studio

INFLUITIVE BAMMIE
2021 Winner
Best Advocacy Impact on Product Development

As their teams set out to retire a legacy product and migrate customers to a new platform, Wiley knew it would be crucial to gather feedback from customers who were committed to helping them improve the product.

"Wiley's User Experience Research and Design Team sees the PAC as a unique and extremely valuable user community that helps put their needs and perspectives at the center of our work. They are a robust and diverse panoply of cohorts that give us direct access to real perspectives on the challenges and opportunities of teaching today."

Michael Mancuso
Director of User Experience and Design

Wiley's UX firm could recruit customers on their behalf, but the recruitment efforts would be both expensive and time-consuming. Using their key advocates in the WileyPLUS Studio, Wiley leveraged a sub-group within the hub called The Product Advisory Community (PAC) to provide regular feedback on new features that they were launching via surveys, demos, and focus groups.

METHODS

- Partnered with their sales and customer success teams to grow the community by 41% in an effort to diversify their pool of customers to call on for product feedback

- Worked with their product and UX teams to call regularly on PAC members to gather product input through the WileyPLUS Studio and Knerd Studio communities

- Engaged PAC members through surveys, demos and focus groups regularly to learn what they wanted to see in the new platform and sentiment around new features released

IMPACT

- **$76,000** in UX recruitment costs saved

- **510** hours of UX recruitment saved by leveraging the PAC within Wiley's communities

- **41%** community growth YoY

- **2,349** pieces of product feedback collected

- **85%** of WileyPLUS users said the product met, exceeded or greatly exceeded their expectations

- **24-hour** average turnaround time for feedback collection

BEST SALES IMPACT BY ADVOCATES

GENESYS™ | GCAP

In 2021, a major goal for the Customer Advocacy and Engagement team at Genesys was to arm their sale teams with high-quality and concise customer content in the form of customer stories, opportunities for peer engagement, and reviews.

INFLUITIVE BAMMIE
2021 Winner
Best Sales Impact by Advocates

"Through their willingness to share their incredible stories, our advocates have contributed toward a record-breaking year for the Genesys Global Reference Program! We have seen a direct impact on pipeline and win rates as a result of their advocacy."

Jenna Feldman
Manager, Customer Advocacy Program

Through their GCAP hub, customers could share their success in the form of case studies, quotes, reviews and videos, while also volunteering to host one-to-many reference forum sessions with a group of eager prospective customers. This year, beyond the sales teams, Genesys also empowered their Engagement Directors on the Customer Advocacy and Engagement teams to use Salesforce to track their customers' advocacy activities.

METHODS

- Crafted reference content slides that showcased the customer's journey and their ROI with Genesys, top-tier logos, inspiring quotes, and reference forums featuring some of their top advocates

- Hosted one-to-many reference forum events where advocates share their journeys with prospective customers who are at the decision-making stage as well as with current customers who are interested in learning more about how they can maximize their investment with Genesys

- Leverage Influitive integrations with Salesforce and Point of Reference to seamlessly surface reference recommendations to Genesys sales reps

IMPACT

- **386%** increase in revenue influenced from reference calls

- **82%** of revenue has been influenced by reference calls

- **78** reference calls resulted in closed-won opportunities

- **250** customers and prospects attended 7 reference forums

- **112** reference slides created for sales enablement

- **100+** quotes were collected and transformed into 78 quote slides

BEST BRANDED HUB

NETCHEX | Netconnect

At Netconnect, Netchex's annual conference, they reinforce their brand identity of being industry-leading, user-friendly technology that is backed by out-of-this-world customer service by incorporating a space theme throughout the event.

INFLUITIVE BAMMIE

2021 Winner

Best Branded Hub

"To Netchex, brand affinity means building a true partnership with our clients; we want our clients to feel a connection with us. Our out-of-this-world theme for Netconnect 2021 lent itself perfectly to our customer service value proposition and our innovative technology that is highly adaptable yet simple to use. After all, you can't reach space without an outstanding team and exceptional technology!"

Katie Kennedy
Director, Marketing

Whether it was branding a networking channel as the "Milky Way Cafe" or by hosting virtual escape rooms throughout the event, Netchex used imagery and language that created a sense of community and need for team-building to achieve success. After all, venturing to space is a big undertaking, and Netchex didn't want their customer's journey to feel like a solo mission.

METHODS

- Created a sci-fi space inspired promo video to help drive conference registration and guide members through the Virtual EventHub

- Incorporated space-themed conference rewards such as a telescope, a day trip to the Space Center Houston, Astronaut cameo videos and a galaxy/star projector

- Created custom-built space virtual backgrounds that attendees could download and leverage in networking and social share content

- Aligned levels and badges to space terminology (e.g., Moon, Mars, Milky Way)

IMPACT

- **1000+** registrants

- **$133,000+** in generated ROI from Netconnect virtual event

- **5000+** acts of advocacy completed

- **39** net-new referenceable customers

- **8** client referrals

- **3** video testimonials collected

BIGGEST IMPACT ON CUSTOMER EXPERIENCE

sage | Champions

INFLUITIVE BAMMIE
2021 Winner
Best Impact on Customer Experience

Launched in July 2020, the *Sage Champions* advocacy program identifies and connects Sage with advocates, providing access and a canvas on which micro-conversations with customers can take place.

"Sage Champions is accelerating our 'Start with the Customer' strategic initiative. It gives us access to our customers, at scale, across the business, so all our teams can listen, learn and adapt. Sage Champions is a vital part of our ambition to be a customer-centric business with CX at heart."

Sue Goble
Chief Customer Success Officer

Towards the end of 2020, *Sage Champions* reached critical mass for advocate membership and were ready to take the program to the next stage. With an extensive portfolio of products spread globally in industries as varied as hospitality through to accounting, the 2021 goals for Sage's advocacy programs were to connect their *Sage Champions* to their product teams to bring the voice of the customer into everything they were doing.

METHODS

- Connect product teams to *Sage Champions* using challenges, conversations, introductions, and meetings have all been used to broker direct customer conversations

- Real-life insight collected from customers has led to several pivots and changes in product development, marketing messages, and intended customer communications throughout the customer lifecycle

- Recognizing *Sage Champions* across the customer journey, within marketing collateral and publicly across social channels

IMPACT

- **19%** growth rate in products and services amongst *Sage Champion* members

- Spawned an 8-week campaign with Sage Accountants team with the goal of recruiting **1,000 new members** to *Sage Champions*

- Direct engagement with *Sage Champions* has helped Sage's product team **enhance their product offerings**

- The program has attracted **powerful feedback from Sage's Board-level executives**

BEST USE OF ADVOCATES AT A VIRTUAL EVENT

ADP Pro Summit & Meeting of the Minds

ADP's premier user conferences, Pro Summit and Meeting of the Minds, were once again hosted virtually. Given the limitations of virtual events, they utilized their AdvocateHub, ADP Ambassador, to add that missed element of recognition, rewarding and interaction for clients.

INFLUITIVE BAMMIE

2021 Winner

Best Use of Advocates at a Virtual Event

"The Ambassador hub was used to engage clients, identify client speakers, reward Ambassadors and gather critical event feedback."

Jill Solomon
Director, Client Advocacy

Shristi Shonka
Director, Business Transformation

Amy Fink
Communications Manager

ADP's advocacy goals for the event were designed to help ADP discover, nurture, and mobilize clients at scale to drive key business outcomes, including driving registration, sourcing client speakers, identifying referenceable clients, gathering testimonials and quotes, and soliciting peer reviews. A delicate balance was required between driving engagement and offering exclusive opportunities for ADP Ambassadors while not distracting from event content.

METHODS

- Pre-Event: Sent a swag item and postcard to early registrants, used challenges to offer exclusive opportunities for clients to share and be recognized for their success stories

- During Event: Highlighted all Ambassador-led speaker sessions, awarded speakers with an event badge and bonus points in the hub, provided exclusive rewards and raffles to hub members, hosted a virtual booth for ADP Ambassadors to answer questions and provide program feedback

- Post-Event: Transferred points earned at the Virtual Event to the ADP Ambassadors hub for future use, published post-event feedback surveys in the hub

IMPACT

- **1,900+** new customers recruited to ADP Ambassador program

- **3,000+** acts of advocacy completed

- **166,000+** conference points earned during the Pro Summit events

- **8,500+** event challenges completed

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BEST EMERGING PROGRAM

SUSE | SUSE Collective

INFLUITIVE BAMMIE
2021 Winner
Best Emerging Program

While SUSE and its newly acquired brands have many passionate users, SUSE had no systematic process in place for celebrating customers who were willing to share their enthusiasm for SUSE and collaborate further.

"As SUSE acquires and enfolds more brands, it became even more important than ever to have a place for the most enthusiastic SUSE users, old and new, to come together and be shown the appreciation they deserve for bringing our brand this far. Uniting everyone is how we chose the Collective name and a logo that showcases all SUSE users coming together in conversation."

Huw Wigley
Post-Sales Marketing Manager

Launched in 2021, *SUSE Collective* is a loyalty program where their most collaborative and engaged customers, users, and partners capitalize on everything SUSE has to offer. SUSE has incorporated a robust structure of program levels, which unlock new incentives, such as hidden reward categories, exclusive access, and SUSE training.

METHODS

- First launched to an alpha group of 50 SUSE employees for testing and feedback
- Recruited SUSE CEO Melissa Di Donato to produce a welcome message for SUSE Collective members
- Beta launch members could claim a Cowmeleon plushie (SUSE's mascot) simply for joining the program
- Ran social media campaign "Show your SUSE side" in collaboration with early active power members
- Created Olympic-themed campaign to drive engagement and program registration

IMPACT

- **11,762** challenges completed in 2021
- **9,472** acts of advocacy completed in 2021
- **78%** engagement rate (engaged over total members)
- **963** social shares in 2021
- **92** published third-party reviews
- **44** testimonials collected from SUSE Olympics campaign

PEOPLE'S CHOICE: MOST PASSIONATE COMMUNITY

InterSystems®
Creative data technology

Global Masters

INFLUITIVE BAMMIE

2021 Winner

People's Choice:
Most Passionate
Community

The InterSystems Global Masters developer advocacy program is built on three member-centric principles: build genuine relationships, always ask for member feedback, and always think about member values first.

"We invited our top members from around the world to be InterSystems mentors for hackathons, and they stayed online the whole weekend answering participant questions. This let us introduce 24/7 online mentorship hosted by advocates across different time zones. Both events were a great success thanks to our advocates!"

Olga Zavrazhnova
Customer Advocacy Marketing Manager

Members feel that they are part of an active, professional, and supportive community where they are valued for their contributions, and their feedback is actioned swiftly. Using APIs, members are also recognized for their contributions outside of Global Masters, and members are invited to participate in private beta groups and act as mentors during the company's Global Hackathon events.

METHODS

- Regularly publish feedback and developer persona challenges to customize their activities, channels, discussions and rewards catalog

- Established API connection rewards Global Masters members for contributions they make on StackOverflow, GitHub and their separate developer community

- Highlight top members through "Global Masters of the Month" templated contests

- Exclusive invitations to product betas and opportunities to moderate InterSystems' hackathon events

- Launched "GM Academy" with dedicated learning paths to enhance product adoption and inspire professional development

IMPACT

- **77%** increase in third-party reviews completed YoY

- **54%** increase in contributions to the developer community using the Influitive API integration

- **39%** increase in engaged program members YoY

- **36%** growth in program membership YoY

- **23,774** social shares in 2021

- **21,965** activities completed in 2021

PROGRAM MANAGER OF THE YEAR

Jeni Asaba | jamf

Jeni Asaba is the Senior Manager of Community Engagement and Advocacy at Jamf. Prior to joining Jamf, Jeni worked as a reporter at newspapers in Wisconsin, Iowa and New York, which drives her passion for people.

INFLUITIVE BAMMIE

2021 Winner

Program Manager of the Year

"As senior manager of community at Jamf, I continuously think of ways to support both our customers and my team. The desire to create the best possible experience for our community members, coupled with the need to create a runway for my team members' individual career goals, fuels my passion for this work every day. I'm thankful to everyone who supports Community work, as I believe it's necessary for every organization's success."

Jeni Asaba
Senior Manager, Community Engagement & Advocacy

At Jamf, Jeni is responsible for the development and execution of the company's Community strategy. This includes overseeing Jamf Nation, the world's largest online community of Apple-focused IT admins, and *Jamf Heroes*, a highly engaged, passionate group of Jamf Nation members. Jeni focuses on the core of Jamf's success, its customers, through creative and personable approaches. After launching *Jamf Heroes* in 2018, she moved from Marketing to Product and grew a team to support Jamf's Community efforts. Jeni consistently gives back to the greater community through mentorship, thought leadership and by being a regular on the speaker circuit. Jamf was also the 2020 recipient of the BAMMIE award for 'Most Passionate Community.'

ACCOMPLISHMENTS

- **Giving Back:** In addition to organizing a virtual volunteer activity with customers, Jeni's team initiated opportunities for Heroes to support global charities. This amounted to $8,000+ in donations.

- **Connection:** Heroes routinely comment that they not only make professional connections through the program, but more importantly, they established genuine friendships.

"Keep up the great work with the relationship-building. I've been doing IT for 25+ years and have never had a vendor that seems to care more for a relationship and partnership than selling their product." - Jamf Hero

IMPACT

- **19** virtual meet-ups with 729 customers from across 20 countries in attendance

- **$750,000+** in new business secured through Jamf Heroes reference calls

- **93%** increase in acts of advocacy YoY

- **71%** increase in social shares YoY

- **30%** engagement rate maintained throughout 2021

PROGRAM MANAGER OF THE YEAR

Lauren Turner

Lauren Turner has been building and growing online communities for over 7 years across healthcare, as a consultant, and most recently at UserTesting, where they recently welcomed their 3,500th *CommUnity* member, and continue to grow! She recently joined Qlik as the Director of Global Customer Marketing.

INFLUITIVE BAMMIE

2021 Winner

Program Manager of the Year

"Working with customers gives me a sense of personal satisfaction to help them not only build their skills with using our platform, but to also see them grow their soft skills, learn new things, connect with other customers and develop in their careers. It's more than a job to me–I want to see customers succeed, and the feedback I've received from them reinforces that I've absolutely made the right career choice to be in the customer advocacy space."

Lauren Turner
Director, Global Customer Marketing

Driving and growing the company's customer *CommUnity*, user groups and reference programs, Lauren is obsessed with creating experiences for customers that are engaging, educational and fun. In her 2.5 years at UserTesting, the customer marketing group has grown into a team of 4, and the *CommUnity* was the 2020 Influitive BAMMIE award winner for Program of the Year — Mid-Market. In addition to community building, Lauren has penned several blog posts about the importance of delivering value to customers and how to use the skills of improv comedy to create better teamwork and customer experiences. Lauren is also a frequent presenter and workshop leader at customer marketing and advocacy events.

ACCOMPLISHMENTS

- Product/Engineering: Created dedicated channels in the CommUnity for them to engage directly with customers and launched a dedicated Slack channel for them to keep tabs on customer product ideas and feedback posted in the *CommUnity*

- Integrated Marketing: Repackaged blogs, webinars and events as CommUnity activities, crowdsourced community votes for Proddy Award, which led to UserTesting winning the top prize

- Customer Success: Commissioned custom API connecting UserTesting platform to CommUnity that rewards users for completing milestone tests, has a Solutions Consultant post weekly video product tips to increase adoption

IMPACT

- **$230,662** generated ROI from *CommUnity* activities

- **67%** engagement rate for program members

- **174%** increase in joined members from 2020-2021

- CommUnity mentioned as a **major resource and competitive differentiator** for attracting investors to UserTesting's IPO in November 2021

- **100% increased** attendance for Human Insight user Groups

PROGRAM OF THE YEAR – SMB

ATTACKIQ | **Informed Defenders**

INFLUITIVE BAMMIE

2021 Winner

Program of the Year SMB

AttackIQ is deeply committed to giving back to the cybersecurity community and to that end launched their customer advocacy community, *Informed Defenders*, in 2020.

"Our Informed Defenders' platform is a great way for us to communicate with our most important audiences. We're able to share knowledge and best practices, while also recognizing key members. We believe strongly in providing value to our community, and making sure they know how much we value and appreciate them."

Jenni Opel
Senior Marketing Manager

It is an invite-only community for AttackIQ customers, partners and Academy students (AttackIQ's cybersecurity education program). They engage their members through content and celebration via exclusive events with AttackIQ Academy instructors, recognizing a Defender of the Month for their community contributions, and letting members pen blogs and articles that are shared within the community and across social media.

METHODS

- Host exclusive events within the platform for members to get to know Academy instructors and ask them questions about what's next, and how to advance their careers

- Highlight top defenders through monthly Defender spotlight content section, featuring monthly Defender of the Month challenge winners and other noteworthy content, like member-written blogs and thinkpieces

- To honor the community's 1st birthday, AttackIQ created a video from execs and employees giving their personal thanks and highlighting top Defenders

- Ran 'Back to Academy' campaign to gather feedback on AttackIQ and drive net-new course completions

IMPACT

- **4,000+** community members since launch

- **60%** increase in AttackIQ academy course completions due to 'Back to Academy' campaign

- **20%** of all inaugural conference registrants were community members

- **85** high-quality testimonials to support AttackIQ Academy

- **25,000+** challenge completions

PROGRAM OF THE YEAR — MID-MARKET

RENAISSANCE | Renaissance Royals

Renaissance, a global leader in pre-K–12 education technology, launched their *Renaissance Royals* advocacy program in 2016, which is a blend of learning, asks for acts of advocacy, and fun for their customers.

INFLUITIVE BAMMIE

2021 Winner

Program of the Year Mid-Market

"Renaissance Royals is a key component of our organization that connects our teams directly with our customers through a mutually beneficial community. The Royals community gives our customers a safe place to gather, access key resources, and provide feedback. In short, Royals helps our brand be admired, remembered, and preferred."

Sue Reukauf
Senior Marketing Manager, Customer Communications and Advocacy

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In 2021, the Renaissance team was laser-focused on aligning with corporate initiatives, creating monthly custom thematic campaigns to drive engagement, generate acts of advocacy, and build loyalty. Renaissance also rebuilt their onboarding flow to simplify the customer journey and created updated video resources to guide members seamlessly through the program.

METHODS

- Used a robust content planning template to drive member engagement and track monthly acts of advocacy completed

- Added two additional Honor Roll (professional development program) pathways to increase program participation and product usage

- Redefined and simplified the program's onboarding journey to encourage more members to complete the 'Welcome to Royals' activities

- Created campaigns to Increase the number of linked social media accounts to better support social media initiatives

- Updated program promotional videos to better explain the program, drive recruitment and promote the program externally on Renaissance's corporate website

IMPACT

- **62%** increase in fulfilled RFPs YoY with 263 total references from Renaissance Royals members

- **20+** third-party awards won for online reviews submitted over the past two years

- **$1,224,168** in generated ROI in 2021

- **2,428** members recruited from in-app product notifications

- **1,247** social media accounts linked to *Renaissance Royals*

- **59,577** acts of advocacy completed

PROGRAM OF THE YEAR – ENTERPRISE

CISCO | The Global Gateway

In a world still in the grips of a global pandemic that prevented in-person connection, Cisco rolled out a number of new digital programs that facilitated peer-to-peer and advocate-to-Cisco connection, as well as bringing in third-party industry thought leaders through an exciting pilot program.

INFLUITIVE BAMMIE
2021 Winner
Program of the Year Enterprise

"The Global Gateway enables our customers to advocate for Cisco, while simultaneously helping them propel their careers and establish themselves as thought leaders. This year, we developed and delivered new personalized journeys, more innovative content, and improved internal processes to provide a best-in-class experience that has increased engagement and strengthened our customer relationships!"

Valerio Battelli
Head of Global Advocacy and Operations

Cisco also introduced a new community for their partner marketers and spotlighted a number of advocates through a new Q&A blog series and podcast. Perhaps most gratifying of all, Cisco's Global Advocacy team hosted an exciting virtual awards ceremony that infused the advocate "experience" with well-deserved recognition for our customer and partner advocates around the world.

METHODS

- Launched a Q&A blog series and podcast series, "The Gateway Triangle" which highlights top Cisco Gateway advocates

- Delivered the inaugural Cisco Global Advocate Awards program and livestreamed event

- Piloted an influencer program to bring top Cisco advocates together with third-party industry influencers

- Launched a new partner advocate community, Marketing Velocity Voice

- Worked on business-critical initiatives to streamline Cisco's global reference management process

IMPACT

- **24,000+** customer advocates in The Global Gateway

- **46%** engagement rate in The Global Gateway

- **256,690** acts of advocacy in 2021

- **74,120** social shares in 2021

- **22,690** discussion replies in 2021

- **1,480** unique visitors to Global Advocate Awards livestreamed event

ABOUT INFLUITIVE

Your strategic partner in customer advocacy, community and engagement

Influitive helps the world's leading brands engage with their customers to drive business value across multiple dimensions. Customer referrals, references and reviews are now recognized as the most effective way to drive business growth and Influitive enables this at scale. Since 2010, Influitive has pioneered advocate marketing and built an easy-to-use SaaS platform that enables companies to design personalized journeys using advanced targeting, engagement mechanics and rewards that incentivize customers to promote their brand, adopt new product features and become loyal advocates.

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influitive + PostBeyond™

#1 in Advocacy for customers and employees

Discover how Influitive and PostBeyond help advocacy bloom and business boom for customer and employee-obsessed organizations.

Learn More

BEST ADVOCATE MARKETING AWARDS 2021

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

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

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