Home service business management platform, **Jobber saw a 5% higher customer LTV**

JOBBER

impact.com / advocate

Situation

An unscalable in-house solution

The team at Jobber recognized from the start that referral marketing could help them convert qualified customers for a low cost. They started with an in-house built referral program. While this program generated customer referrals, its growth was restricted.

They were unable to segment by user groups, make quick changes and their incomplete analytics made it difficult to determine how they could improve the program's performance.

Their homegrown solution also took away valuable resources from the product team. Jobber needed a powerful and flexible solution to meet their needs and allow the marketing team to make changes on the fly, without demanding significant development resources.

About

Jobber

Jobber is an award-winning business management platform for small home service businesses, including lawn care, HVAC, plumbing, residential cleaning, and more. Unlike spreadsheets or pen and paper, Jobber keeps track of everything in one place and automates day-to-day operations, so small businesses can provide 5-star service at scale.

Situation > Solution > Outcome

![impact.com / advocate logo]
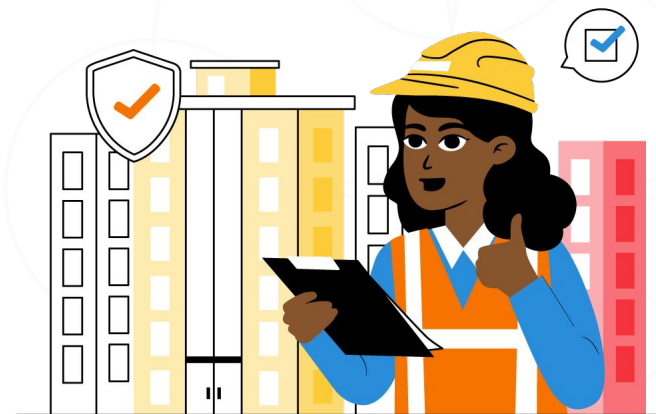
Solution

An automated, segmented and scalable referral program

Enhancing growth and community engagement

Due to the complexity of continuously updating and maintaining an in-house referral solution, Jobber teamed up with impact.com / advocate [formerly SaaSquatch by impact.com] to help streamline processes and accelerate growth.

Jobber's new referral program lets customers share a free month of Jobber to support other small businesses and build a stronger community of entrepreneurs. The emphasis is on a 'community over competition' sentiment throughout the program branding. The program automatically rewards segments of users with a free month of Jobber or a gift card, based on how they use the product, opening up a much larger potential for high-value acquisition.

"Through customer interviews and word-of-mouth attribution tracking we know our customers are recommending Jobber as a tool they trust – which makes our day – so giving them better tools to refer through our program so other businesses in their communities get the best possible experience is how we're growing our program and marketing Jobber alongside our customers."

Rebecca Kapler
Customer Advocacy
Manager, Jobber

Solution *(cont.)*

Building a community of entrepreneurs

Unlocking data-driven optimization with customer referral marketing tool, impact.com / advocate.

Jobber's program managers have instant access to metrics and analytics that show the best-performing share mediums, channels, and rewards. With this data, they can quickly test and make changes at a pace, magnitude, and scale that wasn't possible before.

"We've been able to level-up our decision-making significantly to optimize the program. For example, we can assess exactly which share mediums are the most popular, so we can quickly decide which channels to promote that will lead to the most engagement."

JOBBER

"Our internal referral program was working well enough that we wanted to further invest in this channel, but we needed something more powerful to keep growing. We needed a solution that lets us offer dynamic rewards that motivated more people to refer, and the ability for the marketing team to easily make program updates based on insights from a complete set of analytics."

Rebecca Kapler
Customer Advocacy Manager
Jobber

Outcome

Jobber's referral program results

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As a result of the referral program powered by impact.com / advocate (formerly SaaSquatch by impact.com), Jobber's referred customers showed a:

- 4.86% higher lifetime value than non-referred customers

- 18.15% higher average selling price than non-referred customers
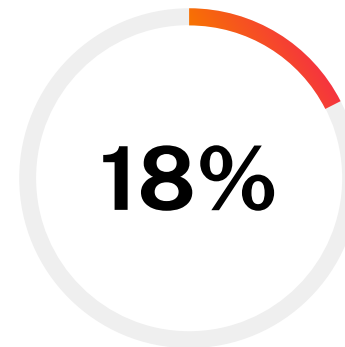
Jobber's marketing team members have also saved an enormous amount of time and resources on program management.

Program updates that previously took days to coordinate and complete are now self-serve and take 15 minutes in most cases.
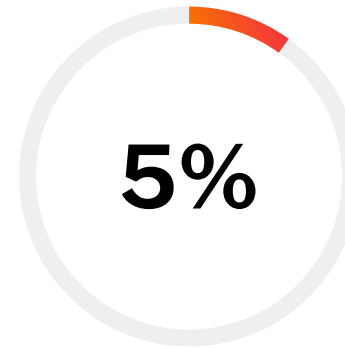
5% higher customer lifetime value

18% higher average selling price

Days saved per year on program changes

Want to have results like Jobber? | Contact grow@impact.com