

RealtyNinja saw a 2x increase in conversion rate from referrals



Situation

A manual, unscalable referral program

RealtyNinja knew early on that a customer referral program could have a significant effect on the company's growth.

They began rewarding referrals with a manual process, but it quickly became difficult to maintain and scale for the results they knew were possible.

The company was confident that with the right tools, automation, and expertise, they could fully tap into this avenue of new business.

Casimir Loeber, Co-Founder of RealtyNinja shares that "As our customer base grew, we started realizing more and more that it would be beneficial to launch a fully-fledged referral program and that it could really work for us."

About

RealtyNinja

[RealtyNinja](#) is a SaaS company that offers everything needed to build a beautiful, user-friendly website to help real estate agents grow their businesses in Canada.

Instead of spending countless hours trying to build an online presence from scratch, real estate agents can create a responsive, lead-capturing website with RealtyNinja with no technical experience required.



Solution

A tiered, double-sided referral program that drives real results

Growing their customer base through the power of word-of-mouth

RealtyNinja selected impact.com / advocate (formerly SaaSquatch by impact.com), as the preferred referral vendor who could implement their desired program structure exactly as imagined, and natively integrate with their existing billing provider, Recurly.

By using impact.com / advocate, RealtyNinja customers can refer friends to give a 10% monthly discount and also receive a 10% subscription discount for themselves once their friend's website is launched.

For customers who refer 10 friends, their website becomes 100% free!

“

"We thought about building the referral program ourselves, but we have a philosophy of standing on the shoulders of giants.

We didn't want to be responsible for creating and maintaining new code or having to spend time away from other projects trying to make updates or fix bugs."

Casimir Loeber
Co-Founder
RealtyNinja



Solution (cont.)

Empowering Canadian real estate agents

Offering referral discounts and increasing customer retention with impact.com / advocate.

The goal of a free website gives customers a reason to keep referring and filling the lead funnel, while the rewards boost retention rates by increasing customer loyalty. If customers can receive a consistent discount on their monthly bill, they are much less likely to consider switching to a competitor and giving up their earned cost savings.

Having launched the program with the goal of growing the brand, RealtyNinja has seen consistent improvements in multiple areas of the business, able to automatically and effortlessly attract and retain high-value customers at a scale not possible before.





“The best part about our referral program is that it just works. There have been no bugs or issues with implementation. It works so well and so smoothly that we tend to forget about it - in the best way possible. When we need support, we get the help we need and it's always fantastic support.”



Casimir Loeber

Co-Founder

RealtyNinja

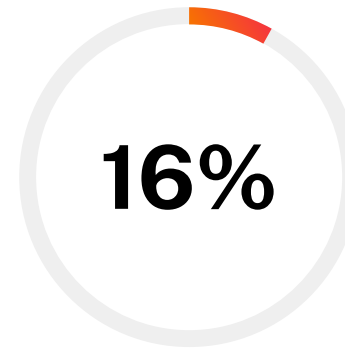
Outcome

RealtyNinja's referral program results

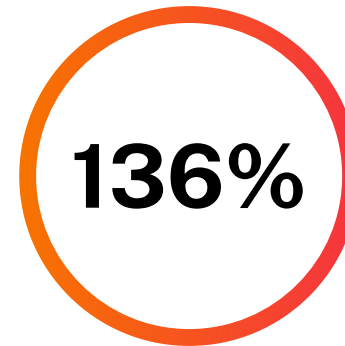
As a result of the partnership with impact.com / advocate (formerly SaaSquatch by impact.com), RealtyNinja has seen:

- 16% of new users come from referrals
- 136% higher conversion rate than free trials
- 2x higher conversion rate than paid ads

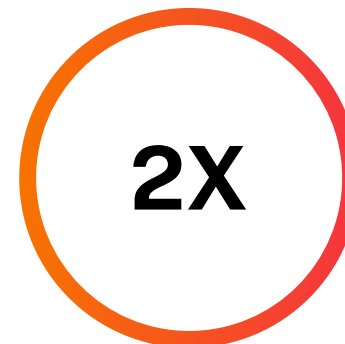
RealtyNinja plans to leverage impact.com / advocate to consolidate all advocacy programs into a single platform and launch additional campaigns to engage their loyal customers.



of new users from referrals



higher conversion rate than free trials



higher conversion rate than paid ads