



# ReferralOS

A marketing platform that is a **one-stop-shop** for creating and implementing word-of-mouth marketing campaigns.



# ReferralOS: Introduction

Word-of-mouth is one of the most powerful marketing tools available, but something many companies struggle with. With Prosper's **ReferralOS**, brands can harness the power of word-of-mouth marketing to improve online and in-store sales.

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## Why Word-Of-Mouth Marketing Works

Compared to other marketing channels, word-of-mouth is highly effective. This is because it leverages the trust that friends and family have built between each other, so when a friend recommends a product there is a high level of confidence that the referral is good. Alternatively, consumers have very little trust in traditional advertisements, like what they see on social media or in an email, and view these ads as non-credible most of the time. In addition to being trusted, friends know what you like better than algorithms do, leading to more effective targeting than from other marketing channels.



**92%**

**92%** of consumers trust referrals from people they know.



**30%**

Referrals have a **30%** higher conversion rate than other channels.



**4X**

Consumers referred by friends are **4X** more likely to buy.

# Why Brands Struggle

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While word-of-mouth marketing is powerful, many companies still struggle to utilize it as part of their marketing efforts. Traditionally, word-of-mouth marketing has occurred naturally, as a result of having a very good or unique product that empowers customers to tell their friends about it. This means that most companies need to focus on having memorable, high-quality, and impactful products or services if they want people to share information about their purchases with their networks. This makes it hard for many companies to encourage word-of-mouth marketing, or to track it in any meaningful way. Software companies have been able to get around this by building an intuitive referral systems that reward users with discounts or cash back when they get friends to sign up, but for retail products and non-internet native companies it is more difficult. Currently, companies can build referral systems that reward their customers, but it is hard to make them dynamic enough to fit all situations, flexible enough to optimize ad spend, and simple enough for users to effectively share products and experiences.

**To summarize, companies struggle with word-of-mouth marketing because:**

- Existing referral software is too complex for most consumers to use
- There is no solution for in-person referrals
- There isn't enough flexibility when designing word-of-mouth campaigns for companies to optimize ad spend or use it for the best suited use cases
- There is limited choice on how to implement and track referral marketing solutions

# Our Solution

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Prosper is the first word-of-mouth marketing platform built specifically for B2C companies. Unlike existing B2B platforms, we offer an easy to use experience for consumers to quickly and seamlessly share referrals with their friends, and to claim rewards. Prosper is a fully customizable platform that marketing teams can tailor to their exact needs. Prosper allows companies to seamlessly add a widget to their website, product pages, checkouts, promotional emails, or PoS systems, allowing consumers to share information about products and brands they enjoy. Prosper's sharing widgets were built to be very streamlined for consumers, greatly reducing the effort and time needed to share information compared to other referral systems. Prosper also creates POS integrations allowing for word-of-mouth marketing campaigns during check out at physical stores.

## Our platform is uniquely built with:

- Seamless sharing widgets making it easy and intuitive to share products
- Fully customizable UI/UX to fit any product or brand
- Integrations for physical retail stores at the point of sale
- Integrations for social media



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All of our features come together to let our customers build and design word-of-mouth marketing campaigns that best fit them, similar to how a campaign can be built on a platform like Facebook Ads or Google Ads. Our customers can design campaigns to increase web traffic, target product conversions, reduce cart abandonment, as well as a variety of other objectives. We offer fully customizable campaign templates for the following types of marketing:

**Ongoing Reach Campaigns:** Product or web page widgets that remain active and offer a small incentive for users to share a product or brand promotion. Good for generating consistent new traffic from existing visitors with little effort or upkeep.

**Sales Campaigns:** Product-specific campaigns that offer a strong reward for sharing a product, plus a discount to whoever receives a referral. Create new acquisitions of specific products or product lines, and encourage product sales for existing traffic.

**Web Traffic Campaigns:** Website promotions that offer a reward to both the referrer and referee, such as sending a 20% off code to receive 20% off. Good at generating new traffic with a higher than normal conversion rate.

**Checkout Campaigns:** Widget embedded into the checkout process that encourages users to share their purchase info in return for a discount on their current cart. Helps generate more traffic and reduce cart abandonment.

**In Store Campaigns:** Widget that prompts users to share a promotional code during checkout at an in store PoS system in return for a discount. Helps increase in store visitors and increases conversion for new customers.

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**Social Media Campaigns:** Product or brand promotion that rewards users for sharing a referral to their social media. Rewards can be based on simply sharing, or scale with interaction such as how many likes or shares a post gets. Good for spreading general brand awareness and reaching the maximum number of users. This is just the start of what can be done with the Prosper platform, and every campaign is fully customizable, from the style of the widget, to the incentive being offered, to what triggers a reward. Our platform also offers A/B testing capabilities and advanced analytics so that your team can optimize word-of-mouth ad spend to be most effective.

## Summary

Prosper enables companies and brands to redirect ad-spend from popular high cost, low conversion platforms like Facebook and Google Ads to high impact word-of-mouth marketing. We are a plug-and-play platform that comes with all of the widgets, campaign builders, and analytics needed to begin using word-of-mouth marketing to effectively bring new customers and increase conversions on your website or physical locations. Using Prosper, brands can expect to experience:

- **2-4X increase in conversion for new traffic**
- **Up to 15% increase in total traffic**
- **Up to 25X ROI on ad spend**

# Contact Us

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