

Acquire More Customers Using Demandware and Extole



Get Up and Running Easier and Faster Than Before

Extole's integration with Demandware allows you to easily implement Extole's referral programs across Demandware's digital ecommerce platform. The Demandware-certified Extole cartridge allows you to:

- **Be Fast:** Get your program up and running now. Take advantage of decreased implementation time that Extole's already certified integration allows. To start, configure your referral program by deciding where to place your CTAs, what the offer structure will be, and the copy that will resonate best. After that, you're all set to deploy.
- **Stay Nimble:** Extole combined with Demandware ensures you maximum agility as you test, optimize, and scale your referral programs across your entire ecommerce operation. After deployment, you'll be able to turn promotions on and off, or adjust the offer, while staying consistent across all of your web, social, mobile, and store channels.

The certified cartridge promises to seamlessly complement your entire Demandware ecommerce platform, creating a highly effective customer acquisition tool.

Acquire Your Best Customers by Rewarding Your Existing Customers

Create a New and Predictable Acquisition Channel

As a marketer your goal is to get new customers. Until now, you've probably relied on search engine optimization and search engine marketing to find them. But these channels can be inefficient and expensive, and they rarely deliver a full brand experience to the people you're trying to reach.

The referral marketing channel reaches new customers that other channels miss. By giving every person who interacts with your brand the chance to become an advocate, you acquire new customers across all touch points including web, email, mobile, social media, and even offline. Brands seeking high growth use Extole to increase customer acquisition by five percent to as much as 40%. They also cement brand loyalty and retention among their existing customers by driving repeat purchases.

Encourage Customers to Refer their Friends

Extole has powered more than 500 referral programs across industries ranging from retail, financial services, and entertainment to consumer subscription, technology subscription, and more. Our approach revolves around giving you the power to use incentives to boost what your customers are already doing naturally: sharing. By encouraging this type of sharing and implementing best practices, Extole customers are acquiring new customers of their own through a truly new channel.

From call to action to customer segmentation, Extole's enterprise-ready SaaS platform gives marketers the tools they need to launch end-to-end referral marketing programs.

Benefits Include:

Better Customers:

- High LTV
- Low attrition
- Greater loyalty

Bigger Key Metrics:

- Email list growth
- Social conversion
- Website traffic

Boosted Sales:

- Higher AOV
- Repeat purchases

About Extole

Extole enables brands to acquire new, high value customers at scale with its referral marketing platform. With Extole's simple, turnkey solution, marketers can create a complete, efficient, and reliable acquisition channel by encouraging their customers to refer new customers.



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