

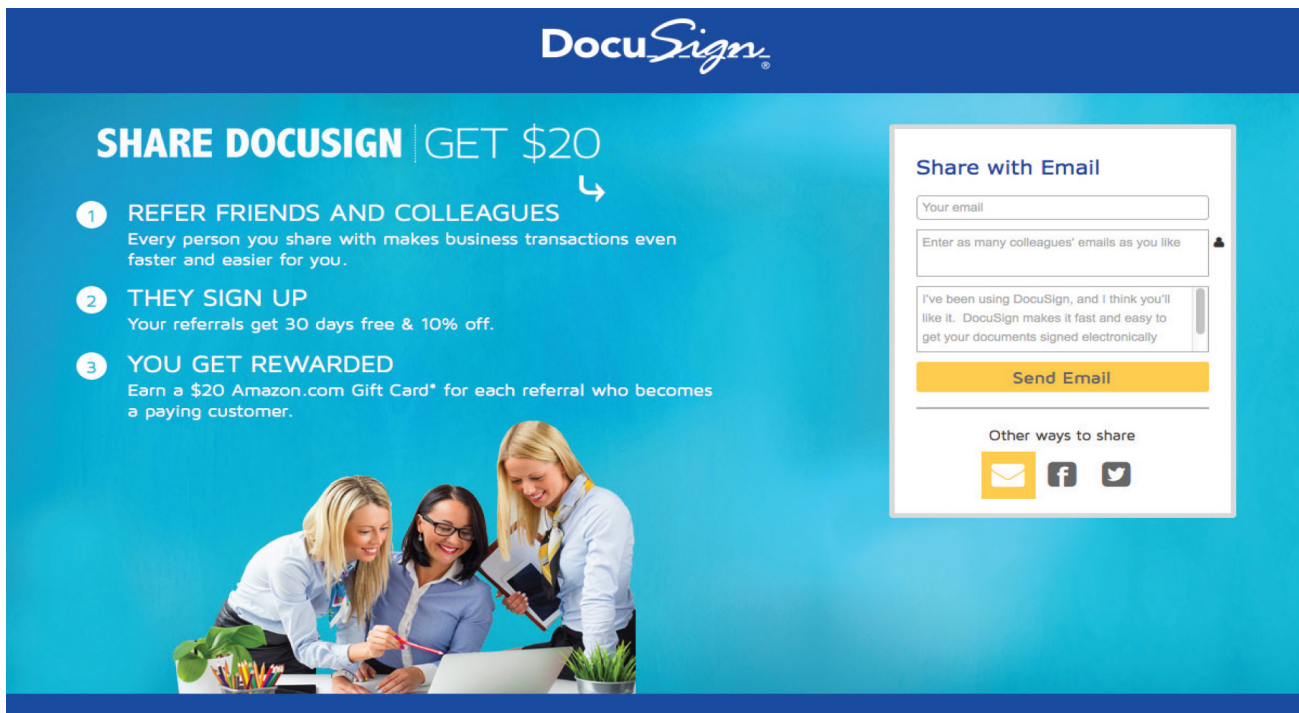
EXTOLE CASE STUDY

DOCUSIGN

DocuSign keeps business moving forward

With its eSignature solution and Digital Transaction Management (DTM) platform, the company is changing how business gets done by empowering more than 225,000 companies and more than 85 million users in 188 countries to sign, send and manage documents – anytime, anywhere, on any device – with trust and confidence. DocuSign replaces printing, faxing, scanning and overnighting documents with the easiest, fastest, most trusted way to make every approval, decision, workflow and signature 100% digital.

More than 85,000 new unique users join DocuSign every day – so much so that DocuSign has become a verb for getting business done fast in many industries. Need to close on a home? DocuSign it. Open a new account with your financial advisor? DocuSign it.



The graphic features the DocuSign logo at the top. Below it, the headline reads "SHARE DOCUSIGN | GET \$20". A three-step process is outlined: 1. REFER FRIENDS AND COLLEAGUES (Every person you share with makes business transactions even faster and easier for you.), 2. THEY SIGN UP (Your referrals get 30 days free & 10% off.), and 3. YOU GET REWARDED (Earn a \$20 Amazon.com Gift Card* for each referral who becomes a paying customer.). An image of three business professionals collaborating around a laptop is shown at the bottom left. On the right, a "Share with Email" form is displayed, including fields for "Your email" and "Enter as many colleagues' emails as you like", a text area with a pre-written message, a "Send Email" button, and social media sharing options for email, Facebook, and Twitter.

Charged with getting new people to try DocuSign, Amy Wong, Director of Web Acquisition, reaches new users through a variety of web acquisition channels (search, display, etc.). DocuSign saw an opportunity to scale and engage high quality buyers by tapping into word-of-mouth referrals.

In keeping with its vision of enabling forward business momentum, DocuSign looked for a partner in the referral marketing industry with deep experience, growth potential and an innovative mindset. DocuSign worked with Extole because of the company's roster of exemplary enterprise brands and its best practices for handling complex environments ripe with regulatory, security and privacy concerns. DocuSign also sought a true growth partner to support program expansion internationally and in mobile. With Extole's referral marketing platform, DocuSign expanded referral opportunities and benefits, engaging existing customers to share their experience and refer others to try DocuSign.

“At DocuSign, our existing customers are one of the most effective channels for acquiring new customers...with Extole, we've been able to tap into and measure that passion to drive more referrals. Their rich SaaS experience was a huge reason why we selected Extole and the proof of our success is in the program's ongoing expansion.”

— Amy Wong, Director of Web Design at DocuSign

Referrals Yield Better ROI

DocuSign leverages Extole to identify and reach specific audiences through their existing customer base. These word-of-mouth advocates are able to formalize the referrals they were already making and earn rewards through Extole. DocuSign is able to identify and track advocates through share statistics and, via the Extole dashboard, read the personal comments sent alongside each share. This visibility enables DocuSign to capture customer feedback and make enhancements to ensure future referrals, and more.

DocuSign fosters constant engagement and nurturing through the Extole platform. They're able to reach the exact user base they are looking for with better or equal ROI compared to other acquisition channels. While many companies may assume that referral marketing is not measurable, Extole proves that not only is it measurable, but its performance is on par or better than other acquisition channels.

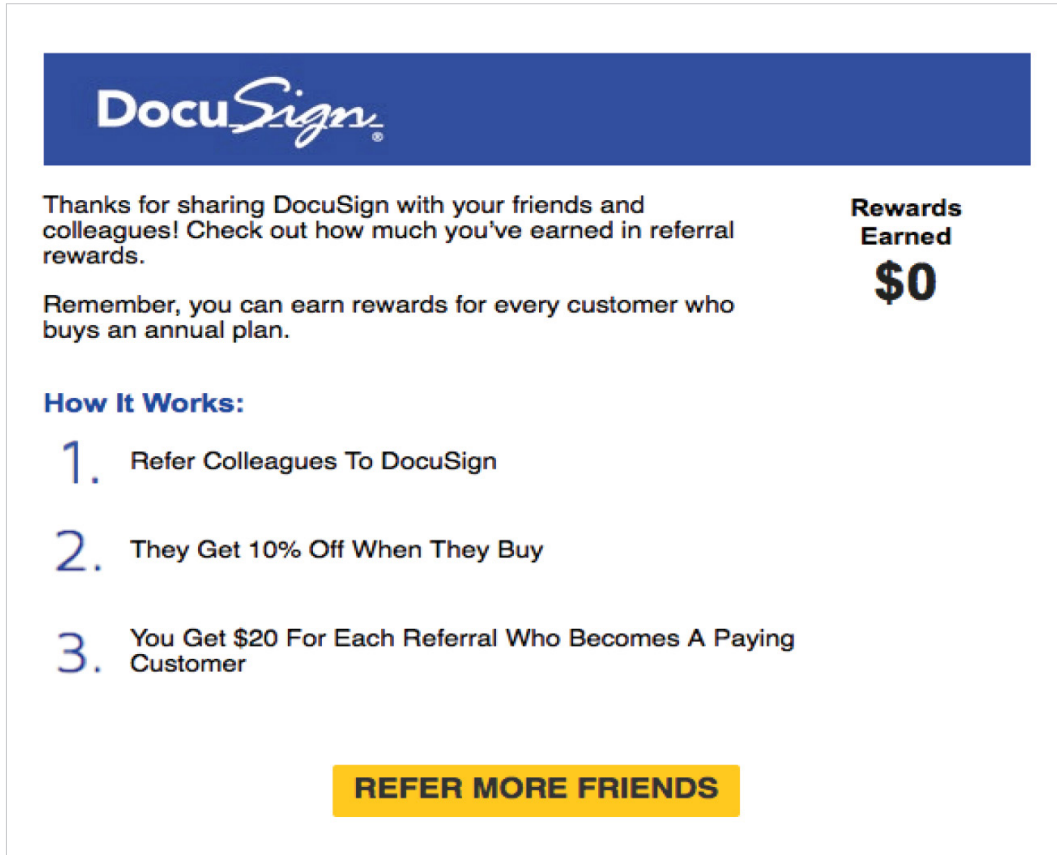
Out-of-the-Box Solution Delivers Time and Cost Savings

By working with Extole, DocuSign was able to turn on an out-of-the-box solution with the look and feel that the brand required. New leads, best practices, and a seamless user experience for both the administrator and the end-users saved the company time and money that could be put towards engaging even more satisfied and loyal customers.

Testing Breeds Constant Improvement

Both DocuSign and Extole take a data-driven approach to referral marketing. Together the companies conduct frequent tests to optimize the program's performance and expand its reach.

For DocuSign, working with Extole has exceeded expectations as referral marketing has enabled the company to reach and convert new trial users through existing, loyal DocuSign customers. These high-quality customers become long-term users of DocuSign themselves and are likely to refer the product, as well. With greater program exposure across channels, the referral marketing program at DocuSign, powered by Extole, is poised for continued growth in the U.S. and beyond.



The image shows a screenshot of a DocuSign referral rewards notification. At the top is the DocuSign logo in white on a blue background. Below the logo, the text reads: "Thanks for sharing DocuSign with your friends and colleagues! Check out how much you've earned in referral rewards." To the right of this text, it says "Rewards Earned" followed by "\$0" in a large, bold font. Below this, it says "Remember, you can earn rewards for every customer who buys an annual plan." Underneath, there is a section titled "How It Works:" followed by a three-step list: 1. Refer Colleagues To DocuSign, 2. They Get 10% Off When They Buy, and 3. You Get \$20 For Each Referral Who Becomes A Paying Customer. At the bottom of the notification is a yellow button with the text "REFER MORE FRIENDS" in black.

RESULTS

Growth of mobile and international programs

Expanded referral opportunities and benefits

Customer feedback enhanced future referrals

Ability to target specific user bases

Seamless user experience saved time and money

High-quality referrals turned into long-term users

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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