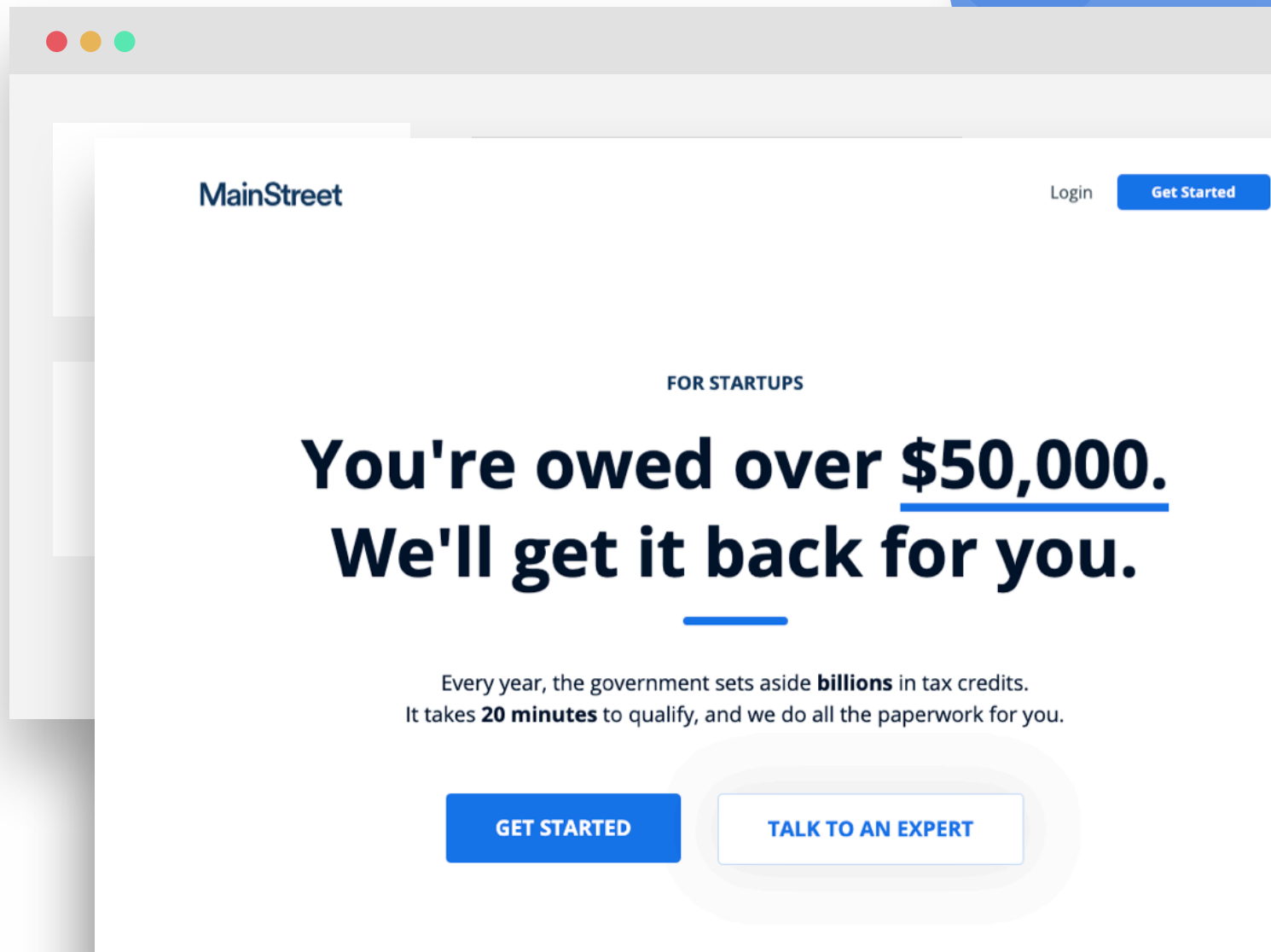


CASE STUDY

Hyper-Growth B2B Startup Efficiently Scales Marketing with GrowSurf, Driving 15% ARR from Referrals



15%

Annual Recurring Revenue (ARR) From Referrals



Based in USA
(San Jose, CA)



B2B, FinTech,
GovTech, SaaS

The Company

Founded by three ex-Googlers in October 2019, MainStreet is a B2B SaaS platform that automatically identifies, claims, and advances tax credits on behalf of startups (we can attest to this, as GrowSurf is a happy customer). After a successful pivot from their original business, the company found lightning in a bottle, surpassing \$3MM in ARR in just six months. The MainStreet team knew they needed to take full advantage of their stratospheric growth by implementing a referral program for their customers and partners.

The Problem

MainStreet wanted to implement a formal referral tracking system and optimize referrals across their network of customers, partners, and paid channels.

Along with customer-to-customer referrals, they needed a referral software solution that could track their partners and paid acquisition marketing efforts. This included non-customer-to-customer referrals, VC-partner-to-customer referrals, and paid acquisition channels. MainStreet needed a powerful and flexible referral software that would scale with their growth and ever-changing needs.

There are [GrowSurf] features that if we had to build in-house, we wouldn't have. And it would suck if we didn't have them. Because we have GrowSurf, it's just so easy to implement that it makes everyone's lives easier.

Joshua Ip

Software Engineer



Solution

GrowSurf was exactly what MainStreet needed in a referral solution as a fast-growing, early-stage startup.

By integrating with GrowSurf, MainStreet saved precious engineering resources and time. In less than twenty hours, the MainStreet team was able to implement the first draft version of their referral program.

With GrowSurf's API, referral tracking implementation was straightforward. With GrowSurf's Zapier integration, the company was able to automate custom user flows based on referral data. And with a single toggle, notification emails would be sent out to participants when they received referral credit.

When I started, I came three weeks ahead of our Head of Marketing. My job was to get him on the ground running. So when he came, it was plug-and-play for him. Within the first few weeks, the marketing department drove millions in ARR. And if it wasn't for GrowSurf, we would have to do [marketing] a whole other way. That's a very measurable benefit. —Joshua Ip



Your Referrals

Email	Referral Status
sarah@honeyham.com	Signed up 9/10/2020

Refer & Earn

Love MainStreet? Refer a startup and you'll get \$200.

Copy and share your link

<https://dashboard.mainstreet.us/welcome?grsf=2r3kr2>

Copy link



Invite by email

Send Invites

Preview Email ▼

How it Works



1. Share your link with another startup founder



2. They sign up and qualify for MainStreet (takes about 7 days)



3. When they qualify, we'll send you \$200

Your Earnings: \$0

MainStreet

Dashboard

Documents

Integrations

Billing

Refer & Earn

Settings

I would definitely recommend GrowSurf because the way it is integrated just makes our lives a lot easier.

It allows the tech team to interface well with the marketing and partnership teams. Whereas in the past every time we had to manage referrals, an engineer would have to get involved. But now we can hand it off to the people that need to use it. And we can just be in the background and let it run.

GrowSurf is great because it's easy to use out-of-the-box. But it's also customizable for what we need it to do. —Joshua Ip

Results

Within two months after implementation, GrowSurf provided MainStreet's marketing department with deep visibility into their marketing efforts, supported with quantifiable performance metrics. GrowSurf has allowed the company to efficiently manage tracking of their partnerships and paid channels.

By empowering their referrers to share, MainStreet has expanded their reach into their target audience of startups. With new visibility in hand, MainStreet was able track their marketing efforts leading to millions of dollars in ARR in the first few weeks.

At the time of this writing, MainStreet's Head of Marketing, Nick Abouzeid, states that referrals have accounted for 15% of total ARR in the last six weeks, and that overall referred customers have a collective total cost savings of millions of dollars.

We use Growsurf to track ALL of our referrals, from paid acquisition channels to newsletters. GrowSurf is responsible for 15% of our new ARR from the last six weeks.

Nick Abouzeid

Head of Marketing



Ready to get growing? Sign up for our 14- free-trial.

Discover why GrowSurf is the easiest way to build a refer-a-friend program directly into your product or newsletter.

Start Your Free 14-Day Trial

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- ✓ No credit card required
- ✓ Cancel anytime
- ✓ Self-serve platform
- ✓ 100% customizable
- ✓ 5-star customer support
- ✓ User-friendly campaign editor
- ✓ Anti-fraud protection
- ✓ Robust API
- ✓ Analytics