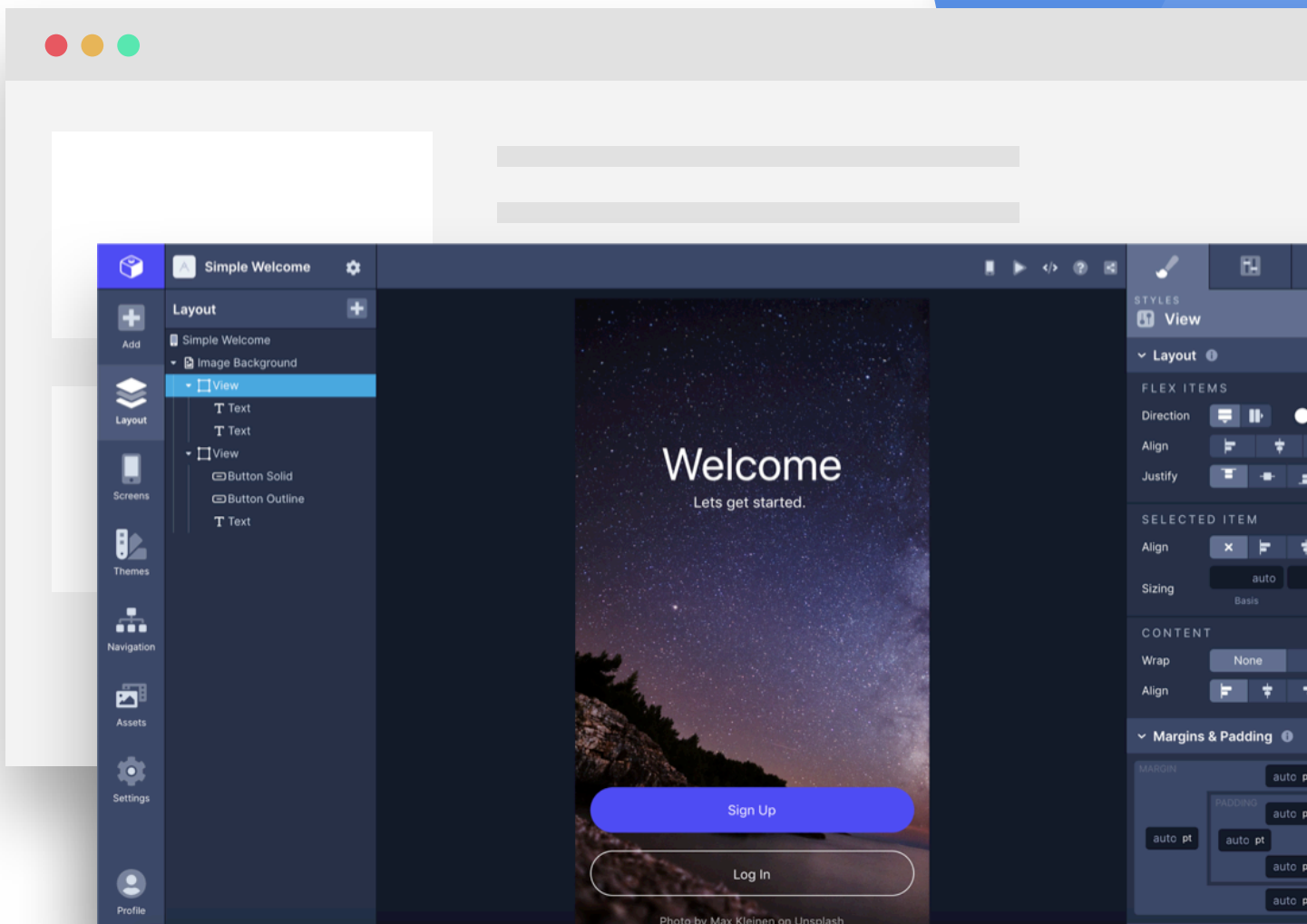


## CASE STUDY

# How A Consumer SaaS Platform Uses GrowSurf To Get 30% More Leads Every Month



# 30%

## New Leads From Referrals Every Month



Based in USA  
(Chicago)



B2C, SaaS,  
Software, Mobile

### The Company

Founded in 2018, Draftbit is a Y Combinator-backed startup that has built a drag-and-drop software platform that helps teams build native mobile apps visually, all from the browser.

### The Problem

Draftbit was always exploring different ways to leverage their waitlist in order to generate pre-launch buzz for their platform.

Upon identifying referrals as a potential huge growth opportunity, the company started evaluating various referral solutions that could help them grow their waitlist.

*GrowSurf is residual lead gen that we don't have to think about. We wanted something that we could put on autopilot. For every one person who signs up for Draftbit, we essentially get 1.33 new leads from that person.*

*We wanted new leads on autopilot, and to increase the virality coefficient of our brand, pre-launch. We've accomplished those goals.*

**Nick Selman**

Head of Growth



## Solution

During their evaluation phase, the Draftbit team looked at two other referral software providers, comparing the platforms based on features and pricing. GrowSurf was the perfect fit.

Draftbit was looking for a Robinhood-style waitlist referral program, which GrowSurf supported. And because lead-gen costs and ROI were important factors in determining a referral partner, they found that GrowSurf's scalable pricing worked for them.

*GrowSurf itself is easy to understand, so it's easy to implement. We never had to get the engineers involved, other than piping data into our production database — but I feel confident we would've been able to set up the whole thing without having to get them involved.*



From: Nick from Draftbit <do-not-reply@growsurf.com>

Reply-to: Nick from Draftbit <help@draftbit.com>

Subject: Good news: You just received referral credit!  
You just moved up the Draftbit waitlist. Keep it up!

Hey Emily,

You just received credit for referring your friend to Draftbit. That means you've moved up our waitlist to position #2!

To keep moving up, invite more friends with your unique share link:

<https://draftbit.com?grsf=2x18h3>

Keep up the good work!

Cheers,  
Nick

The screenshot shows the Draftbit website interface. At the top, there's a navigation bar with the Draftbit logo, a 'We're Hiring!' button, and links for Features, Why Draftbit, Resources, and About. On the right side of the navigation bar are 'Sign In' and 'Request Access' buttons. The main content area features a large, stylized graphic of a white square with a smaller white square inside it, containing a blue arrow pointing down. Below this graphic, the heading 'You're on the waitlist!' is displayed in a large, bold, dark blue font. Underneath the heading, a message states: 'We send new invites every week or two in small waves. To get access faster, share your unique link with others and invite them to sign up.' Further down, it says '#11880 people currently ahead of you.' Below this, the text 'Your unique referral link:' is followed by a text input field containing the URL 'https://draftbit.com?grsf=Owitsk'. To the right of the input field is a blue 'Copy Link' button. At the bottom, there are three buttons: 'Email' (with an envelope icon), 'Share' (with a Facebook icon), and 'Share' (with a Twitter icon).



## Results

Using GrowSurf, Draftbit was able to get a custom referral program up and running quickly, while saving valuable engineering resources.

Draftbit's goal was to place growth on autopilot. They achieved that goal, plus more.

**Over 5 months, Draftbit generated 30% of their monthly growth from word-of-mouth referrals.**

Using the GrowSurf admin dashboard, the Draftbit team can quickly monitor and analyze referral program performance.

The referral program launch was deemed a success, and Draftbit continues to grow from their automated word-of-mouth growth engine. The company sends out invites on a weekly basis, but can now focus all their energy on core strategies of increasing the viral coefficient for their waitlist.

*11 out of 10 customer support experience. I don't know if everyone gets the whiteglove treatment, but it's been great to contact GrowSurf customer support.*

*We had more qualitative measures for our referral program experiment initially. But now, I do know, empirically, that there is ROI, and what that ROI actually is.*

*The analytics are good. It really helps me get an at-a-glance look of how the referral program is doing. When my CEO asked me, "Hey, I'm writing the investor update for this month. What percent of our leads came from referrals this month?"; I can really easily give him that answer without a lot of heartburn. A lot of the tools that we use today just don't think about analytics, which is frustrating -- but GrowSurf clearly has.*

# Ready to test the waters with referral marketing?

Discover why GrowSurf is the easiest way to launch a referral program for your internet business.

**Start Your Free 14-Day Trial**

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- ✓ Cancel anytime
- ✓ Self-serve platform
- ✓ 100% customizable
- ✓ 5-star customer support
- ✓ User-friendly campaign editor
- ✓ Anti-fraud protection
- ✓ Robust API
- ✓ Analytics