

CASE STUDY

How GrowSurf Helps A B2C Financial Services Company Generate 300%+ Returns



Key Stats

312%

Return On
Investment (ROI)

\$130

Revenue Per
Referral

\$30

Customer
Acquisition Cost



Based in Canada
(Toronto)



B2C, Software,
Legal Tech

The Company

Launched in 2017, Willful is Canada's most comprehensive online estate planning service, and has helped thousands of Canadians create their wills and Power of Attorney documents from home.

The Problem

Willful always knew they generated a meaningful amount of customer traffic through word-of-mouth, but could never quite capitalize on it. Before using GrowSurf, Willful built an in-house referral program, which involved a lot of manual and tedious processes. Customers would have to notify Willful if they were referred, then the company would hunt down referrers individually and manually issue out gift card rewards. Further, Willful's in-house program severely lacked visibility and tracking capabilities.

As a result, the company did not find success with their program and decided to shut it down for a few months. When Willful decided to revive the refer-a-friend initiative, it was clear they needed to explore referral software options.

This time around, we didn't want to build in-house. We chose GrowSurf because it was something we could customize without having to get developers to build the whole thing out.

Tracy Laranjo

Growth Manager



Solution

Willful performed extensive research on referral marketing platforms, looking at ten other providers before choosing to partner with GrowSurf. While many referral platforms catered to eCommerce stores or Enterprise B2B companies, Willful found GrowSurf's solution to be a perfect fit for their software startup.

GrowSurf's comprehensive API and extensive documentation fit exactly into what they were looking for in integrating with their custom web application.

Before GrowSurf, tracking and rewarding through our internal program was very time-consuming, manual, and gave us zero analytics insight.

The platform has totally unlocked our ability to scale and optimize referral rewards as we grow.

The screenshot displays the Willful web application interface. At the top, a blue header bar contains the "willful." logo. Below the header, a large "Welcome, Tracy" message is followed by a congratulatory note: "Congratulations, all sections are complete, click a desired section below to make any changes". A blue "Continue →" button is positioned below this message. On the left side, a yellow "STEP 1" tab is active, leading to an "About you" section. This section includes a "complete" status indicator with a checkmark and a text input area with the placeholder "Here we get to know you a little better by asking your name, where you live and what brought you to us." On the right side, a light blue overlay box promotes a referral program. It features the headline "Give \$20, Get \$10!" accompanied by a gift icon. The text explains that users can earn a \$10 Amazon.ca gift card by referring friends, who will then receive a \$20 discount. A "Share your referral link:" section provides a URL "https://willful.co?grsf=OthibO" and a "Copy" button. Below the link are three social media sharing buttons for email, Facebook, and Twitter. At the bottom of the overlay, it directs users to read the full referral program FAQs "here" and to see restrictions at "amazon.ca/gc-legal".

willful.

Welcome, Tracy

Congratulations, all sections are complete, click a desired section below to make any changes

[Continue →](#)

STEP 1

About you complete ✓

Here we get to know you a little better by asking your name, where you live and what brought you to us.

Give \$20, Get \$10!



Tell a friend or family member about Willful and receive a \$10 Amazon.ca gift card when they finish their will. Every loved one you refer will save \$20 off any Willful plan. Now that's how you spread peace of mind.

Share your referral link:

<https://willful.co?grsf=OthibO> [Copy](#)

[Email](#) [Facebook](#) [Twitter](#)

Read the full referral program FAQs [here](#).
Restrictions apply, see amazon.ca/gc-legal

Last will and testament (1)
Power of Attorney for Emergency (Finance & Property) (1)
Healthcare Emergency Representative & Wishes (1)

Results

Willful was able to implement their referral program into their customer journey exactly the way they wanted with GrowSurf, integrating seamlessly across their web app, communications emails, and customer post-purchase experiences. When a Willful user makes a purchase, they automatically get their unique referral link to share, both on their dashboard and via email.

Willful launched the referral campaign and sent out an email announcement to their existing users, which immediately kickstarted referrals.

Willful's results speak for themselves. **Since launching over four months, the company has achieved a net return of 312% on their referral program.**

In the process, they unlocked a brand new acquisition channel for their business, with high-visibility on performance and as a solution to control their customer acquisition cost (CAC).

They continue to optimize their referral program, making it more visible to their audience of users and leads, updating their landing page for higher conversions, and redesigning all of their emails. With GrowSurf, Willful can also dynamically tweak their incentives to drive further growth.

We use the referral program as an acquisition tool, but also as a way to control our CACs.

Because if we can assure a \$30 CAC on a purchase versus having to acquire that user elsewhere, we're very happy.



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

[Visit Growsurf.com](https://growsurf.com)

- ✓ Free 14-day trial
- ✓ 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