

## Unlock the Strategic Value of Customer Advocacy

### About ReferenceEdge

ReferenceEdge is the original Salesforce-native customer advocate platform. It enables marketing, sales, and customer success teams to easily identify and activate reference-ready advocates—right inside Salesforce.

### Core Value Propositions

- Leverages Salesforce Agentforce AI
- Boosts customer retention and loyalty
- Delivers measurable insights on advocacy-influenced revenue
- Adds measurable influence to lifecycle marketing
- Improves campaign conversion with social proof
- Scales customer storytelling across all funnel stages
- Integrates with your MarTech stack natively
- Ensures data security with the Einstein Trust Layer

### Key Business Outcomes

Referred customers have 37% higher retention and 16% greater lifetime value  
Source: Journal of Marketing

Sales cycles are 20–30% shorter when peer references are involved  
Source: Forrester Research

84% of B2B decision-makers begin buying with a [reference]  
Source: LinkedIn – B2B Buyer Behavior Study

Deals using advocates close 15–25% more often  
Source: Forrester & IDC

Deals that include a customer reference are 50% more likely to close than those without  
Source: Forrester

Advocacy-led programs contributed to 25% higher opportunity win rates in surveyed B2B organizations.  
Source: IDC



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## What is ReferenceEdge?

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- Boosts retention and loyalty
- Scales advocacy across ABM & campaigns
- Adds measurable influence to lifecycle marketing
- Improves campaign conversion with social proof
- Integrates with your MarTech stack natively
- Scales customer storytelling across all funnel stages
- Delivers measurable insights on advocacy influence

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Source: IDC white paper

