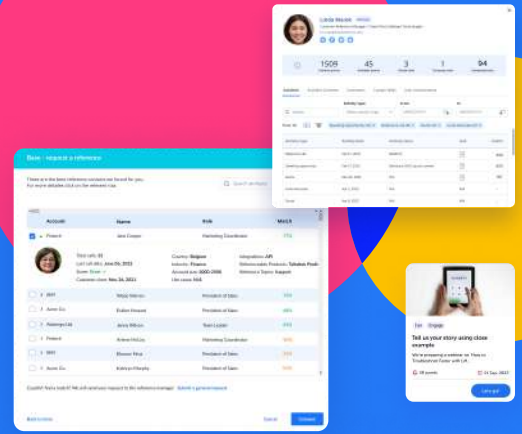




Advocacy

The Base Way



Your customers are your most powerful growth engine.

We've got ways to fuel it.

The Base platform is a flexible, easy-to-use solution that was designed and developed for customer marketing practitioners. In just a few hours a week, you can use Base to kick-off and scale your Advocacy program, while offering your customers a rewarding environment that they love to be in.

Customer Advocacy is a journey.

Where are you going with yours?

Take your Advocacy program from a single campaign, focused on a group of champions, delivering a predefined scope of outcomes - to a holistic Advocacy framework, engaging more customers, at more touchpoints for more outcomes. With Base you scale, track, and show how Advocacy is helping your organization meet its business goals.



Our customers are achieving incredible results with Advocacy programs built on the Base platform

Revenue

35%

Growth in revenue influence from lifecycle marketing

Retention

55%

Higher retention with customers in their Advocacy Engagement program

Lifetime Value

40%

Higher product utilization from advocate program enrolled customers

Reviews

86%

Of software buyers use peer review sites when buying software

Referrals

92%

Retention rate among customers referred by another loyal customer

References

30%

Close rate with qualified buyers using Reference matching automation

User Generated Content

From 30 quarterly pieces of content, to **500** in just two months on the platform

Multichannel Conversion

331%

Higher conversion rate in comparison for single channel campaign

Advocacy Pool

From 400 advocates in a standalone hub to **over 30k** advocates in Base (HubSpot)

Influence the metrics that matter most:



Create a pipeline of **References** and User Generated Content to influence lifecycle adoption



Scale **Reviews** with automation to support Demand Gen, Acquisition and Sales



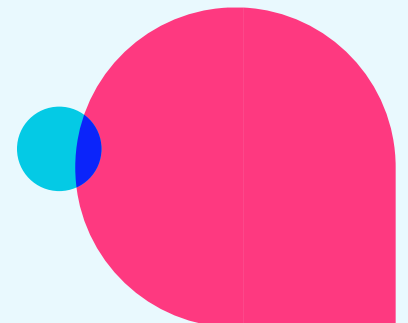
Roll out relevant **Referrals** that speak volumes to your prospects and reward customers



Gain credibility with mutually rewarding **Social Amplification** to spotlight successes



Get customers on stage to promote their accomplishments and build **Thought Leadership**



"Using Base for our gamified advocacy experience has empowered our growth of the program, already seeing over **5x the amount of advocates from previous programs in the past**. The ability to activate advocates on a macro level with multiple options to engage has transformed how our top customers and partners share their love and knowledge of Hubspot."

"From a customer marketing perspective, Base is the first of its kind in helping customer marketing & advocacy practitioners bundle reference management, advocacy management, & marketing as well as customer marketing."

Luis Gonzalez
Manager, Global Customer Advocacy
alteryx



Christina Garnett
Senior Marketing Manager,
Offline Community & Advocacy
HubSpot

Build your Advocacy on the Base that grows with you

From good engagement, to trust, to a mutually rewarding Advocacy program with impact - Base is the only Customer Marketing platform and partner you will need from herein:



Single Source Of Truth

Gain a bigger-picture depiction of your customer's journeys



Customer Insights

Integrated data to identify opportunities from multiple touchpoints



Leverage Automation

Scale and grow your programs without adding resources



Report On ROI

Track the impact of your activities from campaign to revenue



Actionable Feedback

Feed data into improving your offering and relationships



Use One Platform

for everything Customer Marketing



Perform like a powerhouse

It's not the size of your team, or your goals, or even your budget that will determine your success; It's about working smarter, not harder. We pioneered Customer Marketing with the industry's first purpose-built platform and approach; Both are the direct results of our experience and of best practices we've gathered from across the B2B landscape to help you succeed.



Avoid advocate fatigue

Base is a single source of truth to track your customer's activity, consent, and engagement preferences, so your teams and your customers are enjoying a unified consistently better experience. This create a great experience for customers and internal teams. This helps prevent the overuse of a select group of customers by different teams. It also helps expand your pool of advocates to include more go-to options, capture customer willingness and reward customers for their contribution.

"The Base platform allows users to effectively scale their customer advocacy programs. It would be almost impossible to run an advocacy program without a platform like Base, especially when a company has a large number of individual users."



Jonathan Goldberg
Director of Customer Success
Marketing & Analyst Relations

 **similarweb**

What's next? You tell us!

Tell us where you are and where you want to go, and we'll help you with a one-size-fits-you strategy for growth.

HubSpot

 similarweb

★ Trustpilot

verbit^Y