

Customer Referral Software: Build or Buy?

If you're in the process of evaluating referral software vendors, someone on your team has probably asked: ***Why should we buy from a vendor instead of building it ourselves?***

To help answer this question, we've compiled 4 of the most costly misconceptions about building your own referral software, and 3 key benefits to working with an experienced referral vendor.

1 - "Referral programs are just unique links and cookies, right?"

This might be true for the simplest, low volume, e-store referral program. But as you build, launch and scale your program you'll find many key components missing, such as:

- Widgets & emails to keep users informed, engaged and happy.
- Support agent tools to answer questions and resolve customer issues.
- Analytics and reporting to inform the team on program performance.
- Fraud protection to ensure users aren't violating your terms and conditions.
- Marketer tools to quickly update and launch new programs without custom development.
- Advanced rules to ensure rewards are only earned once key requirements are met
- Continual upgrades, quality assurance and support to maintain uptime.

2 - "Our customer journey is simple enough to be supported by whatever we can build."

If your customers are expected to do more than just add items to an online cart and check out as a guest, a basic link tracking solution won't work.

SaaSquatch is designed to support complex customer journeys that separate account creation from conversion such as:

- Subscription with free trial
- Account creation before first purchase
- Account creation, approval and activation
- Multi-step sales processes with live account executives

While a DIY solution might be enough for a basic e-store, it will struggle to support complex journeys and will break, requiring more custom development if you decide to change the customer journey.

3- "It will be easier to make program changes when we can just do it ourselves."

Making even the smallest change to your referral program's structure means fitting each task into the development queue for planning, review, execution, and testing by your own team. When competitors are making program changes in minutes through a 3rd party tool, you can't afford to wait months for an opening in the dev queue.

By using SaaSquatch, program managers can skip the dev queue and be self-sufficient in launching brand new programs, making changes to existing ones, or simply checking the status of a single referral.

4 - "We only need one referral program right now, so we can handle it in-house."

While you may start out with one referral program, don't make it difficult to start engaging customers in other ways down the road. Whether you want to encourage repeat purchases, drive platform usage, or win back customers, your team will need to write custom code every time you want to expand.

With SaaSquatch, you have instant access to our always-expanding library of Acquisition, Loyalty, Referral and Retention Programs to drive growth at every stage of the customer lifecycle.

Functionality Comparison

Referral Program Component	In-House Solution	SaaSquatch Solution
Unique referral links	✓	✓
Cookie tracking	✓	✓
Rewards	Hard-coded	Configurable
Multi-Program & Complex Journey Support	-	✓
Marketer-driven program management	-	✓
Program coaching & maintenance	-	✓
Complete program analytics	-	✓
Fraud protection	-	✓
Pre-built 3rd party integrations	-	✓
Continuous updates, Extensible APIs, and more	-	✓

Why work with SaaSquatch?

Reduce Your Time to Market

With SaaSquatch, you can focus on designing the perfect program and customer experience when you don't need to start from ground zero. We help you go live in as little as 2 weeks, while the average launch time is just under 2 months. You can't afford to spend over 6 months building it yourself when the competition is only getting stronger.

Use Our Knowledge and Expertise

We've launched referral and loyalty programs for hundreds of companies around the world, so let us help you avoid the painful mistakes. The SaaSquatch team is here to advise and coach on every aspect of your program so you get the best results as soon as possible. Plus, our platform is continually updated to follow best practices, privacy regulations and industry trends.

Focus on What You're Good At

You've got a unique product and a smart team of product managers, developers and designers who are busy on projects that you can't buy from a vendor. Let your team focus on your value proposition and competitive advantages, and let us take care of your referral and loyalty programs. There's no reason to spend resources building every referral component you need when it already exists to support you.

At SaaSquatch, we help you succeed long-term.

By working with a vendor like SaaSquatch, you set yourself up for continued success as your business shifts and grows. Our platform is built on years of expertise to help you rise above and beyond the most common pain points that cause DIY referral programs to fail.

Leave the building to us, and start growing faster when you use SaaSquatch.