

# Prosper White Paper

## 1. Introduction

In the dynamic landscape of marketing, few tools wield as much influence as word-of-mouth. Despite its potency, many businesses struggle to harness its full potential. Enter Prosper, a revolutionary solution offering businesses a seamless and impactful referral marketing strategy with minimal effort.

## 2. Why Use Word-of-Mouth?

Word-of-mouth marketing is highly effective, capitalizing on the trust forged among friends and family. Recommendations from trusted connections hold a high level of credibility. Friends, more attuned than algorithms, provide targeted suggestions, influencing buying decisions and resulting in higher conversions. Statistics underscore the power of word-of-mouth:

- Referrals are **3x more trusted than traditional ads**.
- Consumers referred by a friend are **4x more likely to make a purchase**.
- Referred customers have a **16% higher lifetime value** than non-referred counterparts.
- Referral leads boast a **30% higher conversion rate** than leads from other channels.

## 3. Why Companies Struggle with Referrals?

While word-of-mouth marketing is powerful, its organic nature presents challenges for companies striving to integrate it into their strategies. The traditional approach relies on delivering exceptional products or services, making it difficult for many companies to incentivize or track referrals effectively. Existing referral systems face adoption issues due to complex interfaces and uninspiring rewards.

Companies grapple with word-of-mouth marketing because:

- Current referral software is overly complex, targeting B2B and leaving consumers with a sub-par experience.
- Delayed rewards from existing referral tools reduce the likelihood of successful referrals.
- Outdated technology limits the visibility of referrals, hampering consumer engagement.

## 4. Prosper: Rethinking Online Referrals

Prosper introduces a brand new take on referral marketing with a user-friendly experience, allowing consumers to effortlessly share referrals and claim rewards in a matter of seconds. Fully customizable, Prosper empowers marketing teams to tailor campaigns precisely to their needs. Placing widgets seamlessly on websites, product pages, checkouts, emails, or Point of Sale (PoS) systems, Prosper ensures high visibility without disrupting the consumer journey. Key features include:

- **Accountless sharing** enables consumers to send referrals in 20 seconds or less.
- **Modern web technologies** facilitate referral CTAs anywhere online.
- **Instant reward** capabilities deliver product discounts immediately upon referral.
- The first **AI-powered anti-fraud system**, safeguarding referral programs from abuse.

## 5. Why Use Prosper?

Prosper's features converge to empower users to design word-of-mouth marketing campaigns in a low-effort, high-impact way. The interface, akin to popular platforms

like Facebook or Google Ads, allows customers to tailor campaigns for diverse objectives, including:

- Pre-purchase referrals for up to 15x increased conversion rates in e-commerce.
- In-cart referrals to curb cart abandonment through immediate friend-referral discounts.
- Post-purchase campaigns encouraging repeat purchases and re-engagement.
- Integration into email and social media campaigns, enhancing effectiveness and ROI.

In addition to helping businesses, Prosper's UI first approach offers the fastest and most natural way for consumers to share products or services online. Seamless integrations mean consumers never leave their shopping journey or are interrupted, while countless sharing and instant rewards increase engagement and click through rates compared to traditional referral marketing solutions.

## 6. In Summary

Prosper revolutionizes word-of-mouth marketing, allowing companies to augment advertising spending from high-cost platforms like Facebook and Google Ads to impactful referral strategies. As a plug-and-play platform, Prosper provides widgets, campaign builders, and analytics essential for leveraging word-of-mouth marketing to acquire new customers and boost conversions on websites or physical locations.

Expect impressive results:

- 10-50x monthly Return on Investment (ROI).
- 15x higher conversion rates for referral users.
- Sub-\$5 customer acquisition costs.

To discover how Prosper can support your digital strategy, [visit our website](#) or [book a demo](#) with our team.