

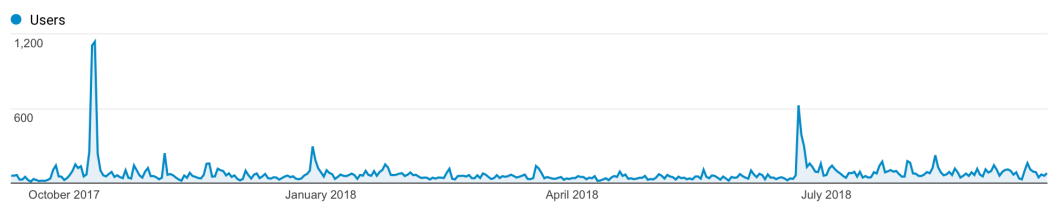
Referral Marketing Software

18 September 2018

Case Study - Vanilla

Vanilla is an app that lets you hide menu bar icons on your Mac. It uses our Software Publisher integration to reach new customers by offering a discounted license when users share the app with their friends.

In the last 12 months, our refer-a-friend service helped 26,325 people discover Vanilla.



Vanilla earns \$0.20 from every person who discovers the app.

This means we've helped Vanilla make over \$5,000 in extra revenue.

Vanilla is on our \$60 / month plan, which means we've brought over \$4,500 in profit.

