

PEST BADGER / 14-DAY REFERRAL CAMPAIGN

155 new customers. One referral campaign.

How Pest Badger activated its existing customer base to generate \$139,345 in initial contract value.

255

referrals

155

new paying customers

61%

conversion rate*

01

The challenge

Pest Badger already had a year-round referral program. Clicki tracked referrals, but the team was not actively promoting it. Customers needed a reason to act.

02

The campaign

Personalized links and automated cash rewards. Half off the first service for new customers. One trip giveaway, double entries and a firm 14-day deadline.

03

The result

The campaign reached the entire active customer list. Jonas reports 155 paying customers at an average contract value of \$899: \$139,345 in initial contract value.

“We had to activate the trust that we already had earned.”

Jonas Olson
Founder
Pest Badger

What the \$800K headline means

Jonas describes potential lifetime value: about \$697K over five years or \$836K over six, assuming all 155 customers stay at unchanged annual value. It is not cash collected in 14 days or profit. Campaign cost was roughly \$11K; exact click-payout totals were unavailable.

Turn customer trust into your next referral.

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