



Press Release
FOR IMMEDIATE RELEASE

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Point of Reference Joins Influitive Advocamp as Sponsor

DENVER, CO (PRWEB) November 7, 2017 – Point of Reference®, the sole provider of customer reference management exclusively for Salesforce® customers, announced today their sponsorship of the Influitive Advocamp, December 6-8, 2017 at the Hyatt Regency Hotel in San Francisco, California.

“We are delighted to be part of Advocamp 2017. There is a great synergy between our customer advocate management app, ReferenceEdgeSM, and the advocate mobilizing capabilities of AdvocateHub,” says David Sroka President of Point of Reference. “The two products together are definitely an example of whole being greater than the sum of its parts.” Point of Reference, a member of Influitive’s technology partner program, offers a pre-built integration between the two applications that ensure rewards and activities are synchronized for comprehensive reporting.

Advocamp attracts over 1,000 marketing, sales, and customer success professionals to engage in a holistic conversation that contributes to customer advocacy success. “Influitive’s Advocamp brings together all the right players to explore the best ways to nurture and leverage customer advocates to benefit organizational objectives. We are excited to share the advantages of ReferenceEdge with the Influitive community,” states Sroka.

About Point of Reference

Since 2003, Point of Reference has been helping B2B companies leverage customer advocates to fuel business growth and fortify brands. Our core product, ReferenceEdge—the only 100% native advocate management application for Salesforce®—quantifies program impact on revenue. By combining deep domain expertise, technology, content development, supplemental staffing and consulting, Point of Reference helps its clients orchestrate coordinated reference activities and inject relevant advocate perspectives throughout the sales cycle and beyond. Point of Reference is a privately held company headquartered in Denver, Colorado. For more information, visit www.point-of-reference.com.

About Inluitive

Inluitive, the advocate marketing experts, is based in Toronto with offices in Palo Alto and Boston. Today's buyers are increasingly leveraging their peers' opinions, and Inluitive helps marketers tap into this force with its innovative AdvocateHub platform and Maven mobile app. By capturing the enthusiasm of their best customers, followers and evangelists, marketers gain direct support for their sales and marketing programs. From social media reviews and customer referrals to case studies and references, passionate advocates help support all stages of the buying cycle. Inluitive's customers include some of the most successful and fastest-growing business-to-business software and technology firms in the world. To learn more, please visit www.inluitive.com.