The only 100% Salesforce® native app for customer reference management. ReferenceEdge centralizes reference data and content in Salesforce, provides a consistent UI (Classic or Lightning), automates time-consuming processes, and leverages the security and scalability of the Salesforce platform. We make it easy to find references and influence opportunities.

**MANAGE & SHARE CUSTOMER CONTENT**
Surface relevant customer content on opportunity pages, share through microsites, track engagement and revenue influenced.

**SEARCH**
Relevant advocate accounts surfaced on opportunity pages. Use filters and keywords together for buyer-relevant results.

**REQUEST AUTOMATION**
Automate the reference request workflow between peers, or with program manager assistance.

**PREVENT REFERENCE OVERUSE**
Set limits on and track how often advocates are used to prevent advocate fatigue.

**PROGRAM MEMBERSHIP MANAGEMENT**
Manage who is referenceable, for what products, which activities, and how often — all within Salesforce.

**PROGRAM METRICS**
Track real-time program performance, including revenue influenced, through pre-built reports and dashboards.

**SECURE & SCALABLE**
Leverage these core attributes of the Salesforce platform for GDPR peace-of-mind. ReferenceEdge resides exclusively in your Salesforce environment.

**PROFILE UPDATE MINDER**
Automate reference data updates through periodic reviews by account relationship owners.

**REFERENCE LEAD FINDER**
Maintain a full pipeline of qualified customer reference candidates.

**ADVOCATE REWARDS**
Reward and recognize customer advocate activities. Sync with Influitive’s AdvocateHub.

**USER ADOPTION**
Accelerate Sales adoption by rewarding desired behaviors using built-in gamification.

**TECHNOLOGY INTEGRATION**
Pre-built integrations available are for Influitive, Gainsight™, and TechValidate™. Leverage Salesforce processes, flows and triggers for unique organizational needs.

**PROGRAM HEALTH MONITOR**
Set and track goals for the program that lead to higher top line impact.