

Expect Referrals Launches a Full API So Subscribers Can Get Plugged In

Written by Australian Business

ORLANDO, FL, October 04, 2013 **/24-7PressRelease/** -- Expect Referrals, a market leader of referral marketing software, has continued to shake things up by constantly releasing new features and upgrades to their program. This September, Expect Referrals released an API that will transform the way Expect Referrals is used.

The API speeds up the process of referral marketing - earning companies more revenue and saving them time. The API includes three prominent features that will benefit clients. The software includes: 1) The ability to verify and redeem codes instantly and automatically, thereby reducing the time between referrals 2) The ability to seamlessly sign on customers directly from the client's website. This full-integration approach keeps branding intact. There is no longer a manual step to take. 3) The ability to pull customer and referral data on demand, a critical function in today's data-driven business climate.

The Beta Group is rolling out the week of September 23rd with the public rollout following in late October. Expect Referrals is looking for 20 customers who are interested in being part of the Beta Test. As a thank you for their participation, customers will be given access to the API key as well as receiving additional perks such as the ability to use the API in their current plan and receiving an additional 500 credits. Anyone interested in being a member of the Beta Group can contact Jamie@ExpectReferrals.com.

When asked how the API will increase the power of Expect Referrals, Jamie Layne, Chief Technology Officer says, "The API is a game changer. It will allow any external business, particularly in the e-commerce sector, to connect with Expect Referrals on demand and implement their own business logic layer. This will make referrals and incentives easier to manage and easier to automate."

Jody Layne, Chief Executive Officer of is excited about the new opportunity that this brings to the software. She says, "I am so proud of our team and the introduction of the API to our suite of services. There are a lot of referral program software out there and all offer useful but different features. With the addition of the API, at Expect Referrals we can say that we now offer everything you need to automate and manage ANY social referral campaign you can dream up. But, the added value here is that you get it at a fraction of the cost and with full customer support behind you."

Expect Referrals is a referral marketing platform. The company's vision is to become the best software product in referral marketing that bridges the gap between consumers and businesses through our "marketing as a service" core belief. The company was founded when a few marketing professionals realized they couldn't keep up with referrals and word of mouth

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marketing transactions. They invented and developed a systemized way to automate, manage and track a referral program. The company has taken the best of social media, group couponing and email marketing and merged them together. Learn more at <http://www.ExpectReferrals.com>