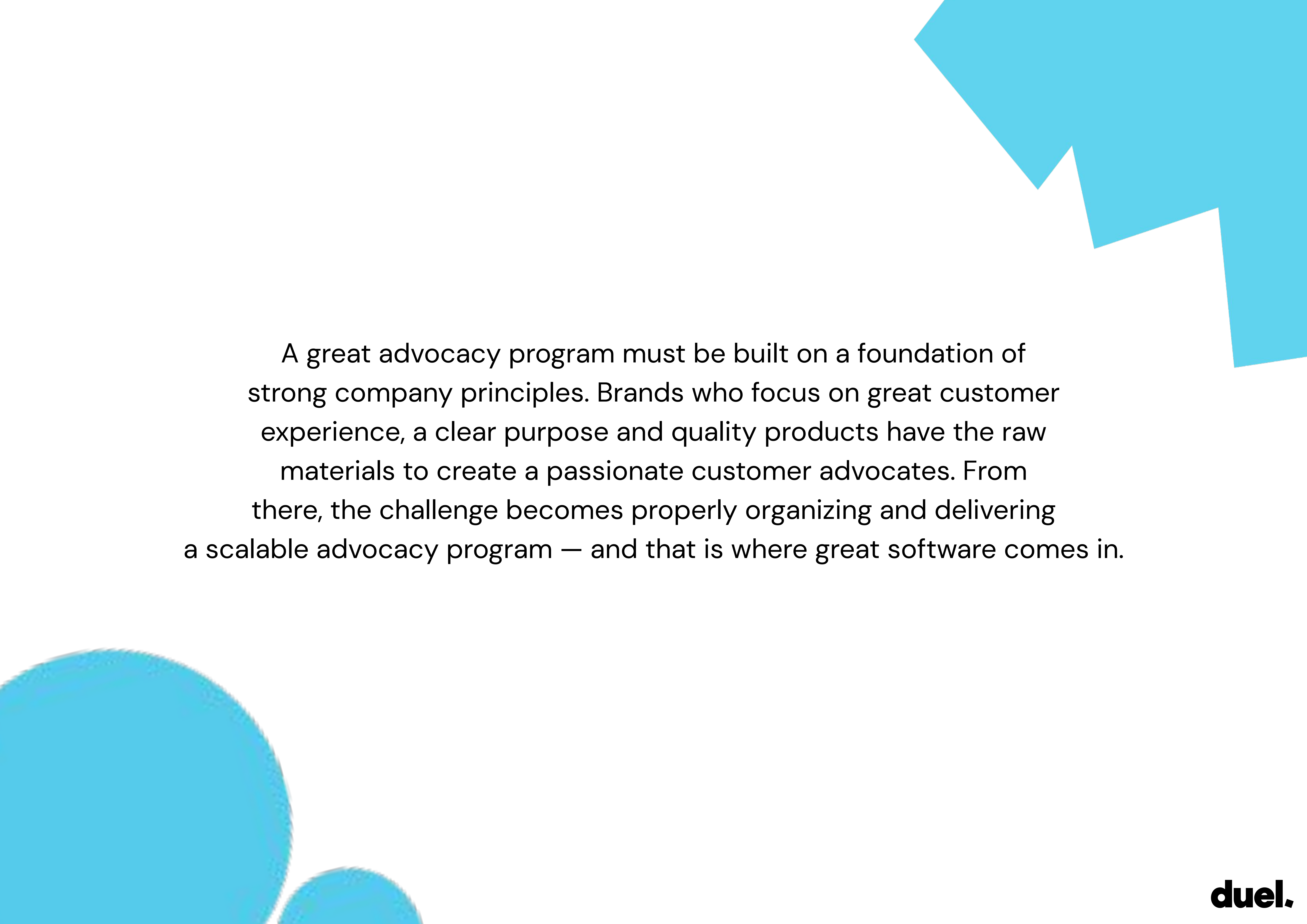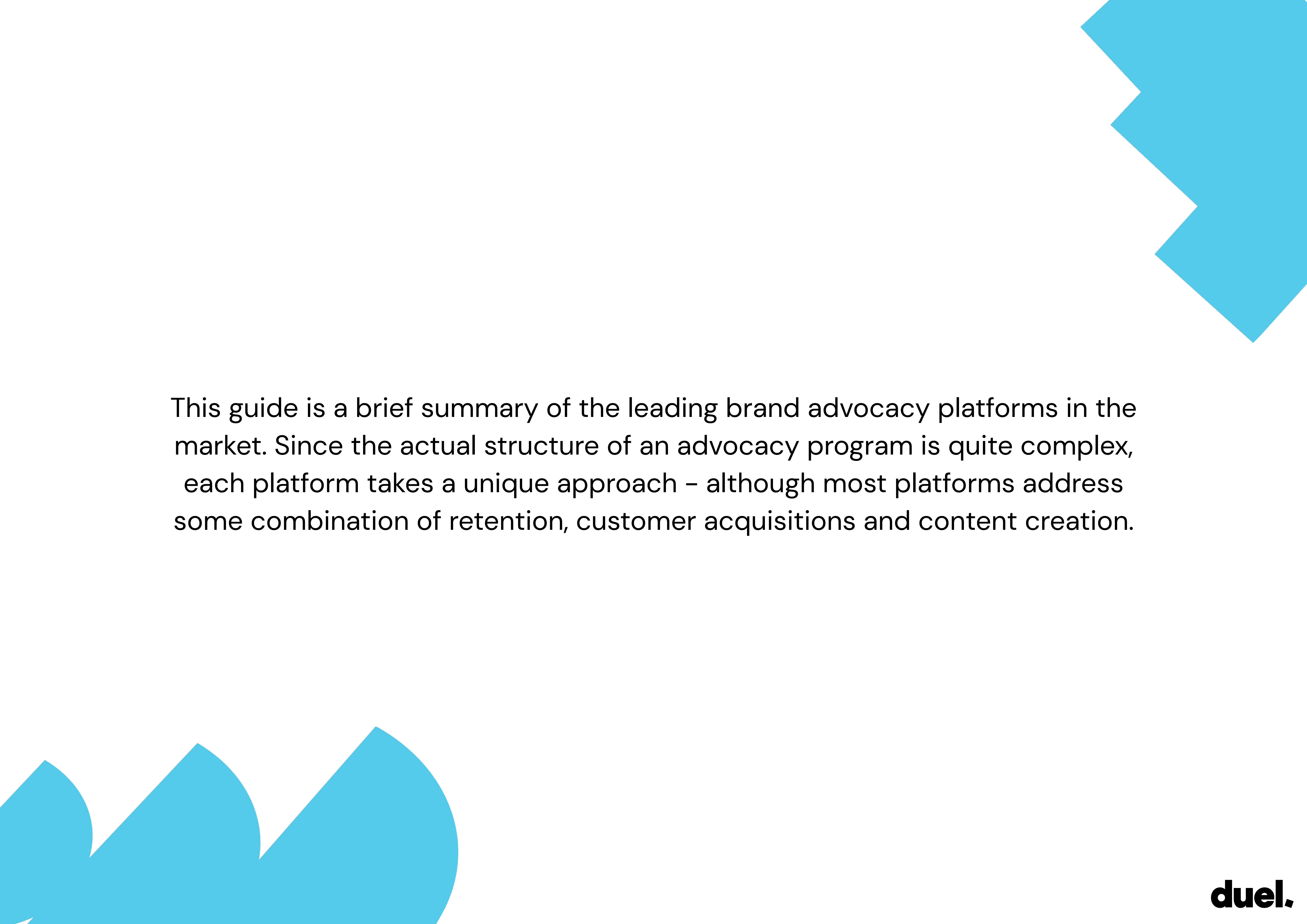# Brand Advocacy Platform Buyers Guide

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A great advocacy program must be built on a foundation of strong company principles. Brands who focus on great customer experience, a clear purpose and quality products have the raw materials to create a passionate customer advocates. From there, the challenge becomes properly organizing and delivering a scalable advocacy program — and that is where great software comes in.

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This guide is a brief summary of the leading brand advocacy platforms in the market. Since the actual structure of an advocacy program is quite complex, each platform takes a unique approach – although most platforms address some combination of retention, customer acquisitions and content creation.

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Brand Size

The size of a brand is the first step in determining the perfect brand advocacy solution. Your brand size dictates everything from available budget to choice of eCommerce platforms and management complexity. Use the table on the next page to determine the size of your brand.
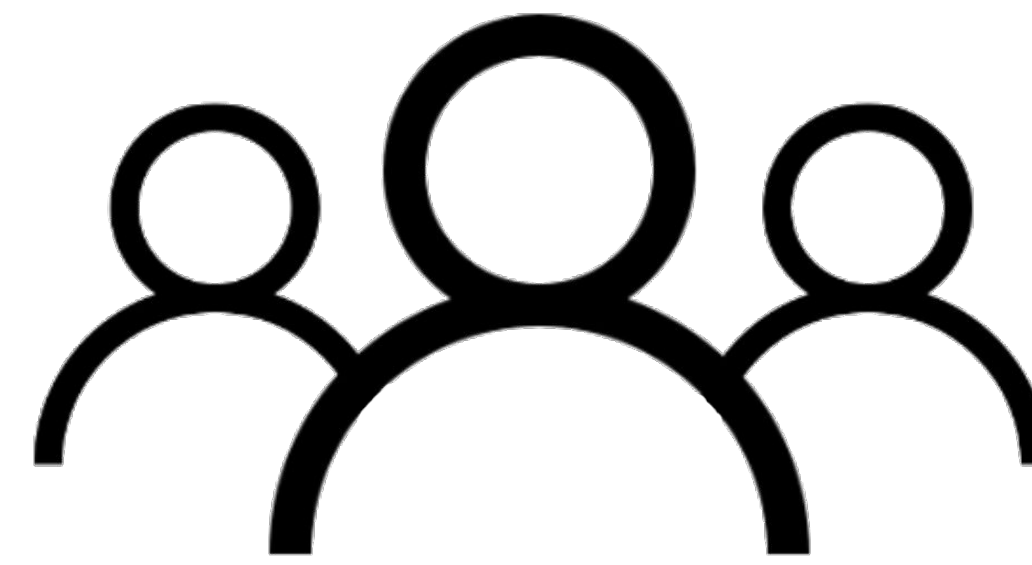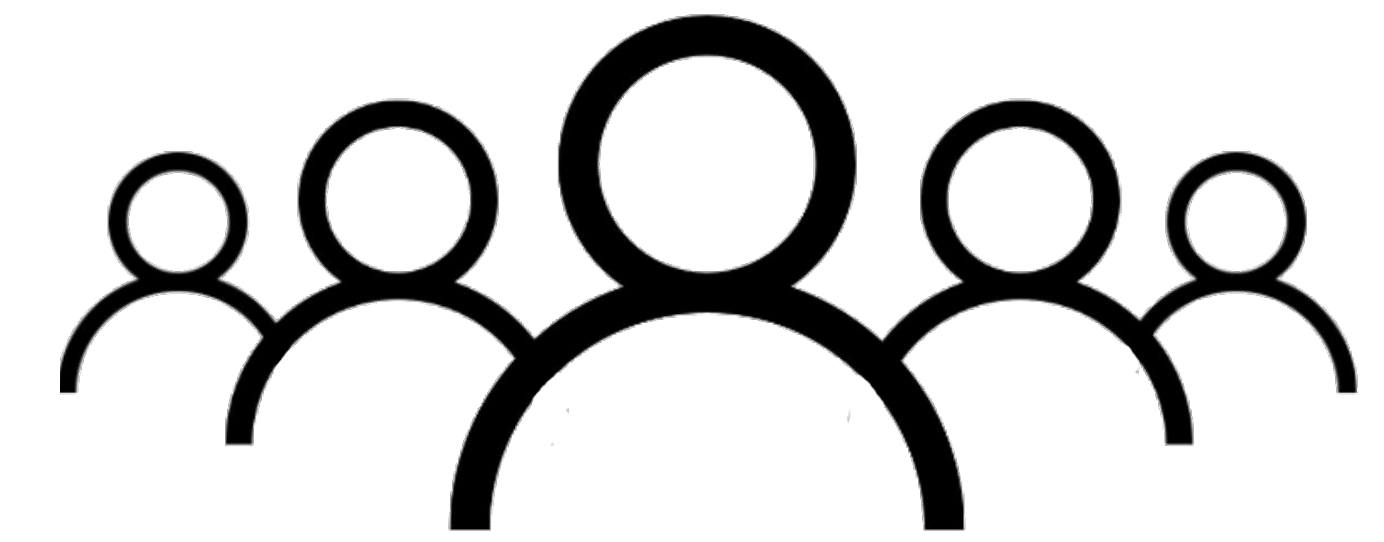
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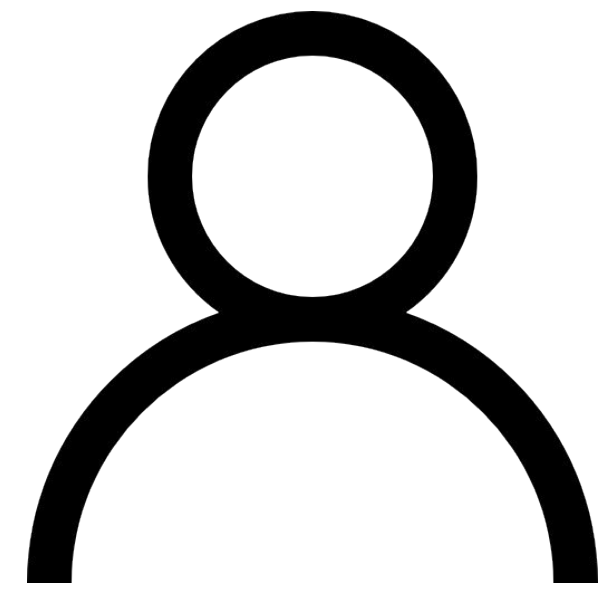
Brand Size

Small Brands

- $0 to $5 million in revenue
- Team size of <50 employees
- Less than $12k software budget per year
- Often on Shopify

Medium Brands

- $5 million to $100 million in revenue
- Team size of 50 to 250 employees
- $120k+ software budget per year
- Often on Shopify Plus or Magneto
- Dedicated marketing team

Large Brands

- $100+ million in revenue
- Team size of 250+ employees
- $500k+ software budget per year
- Often on Shopify Plus or Magneto
- Large marketing team

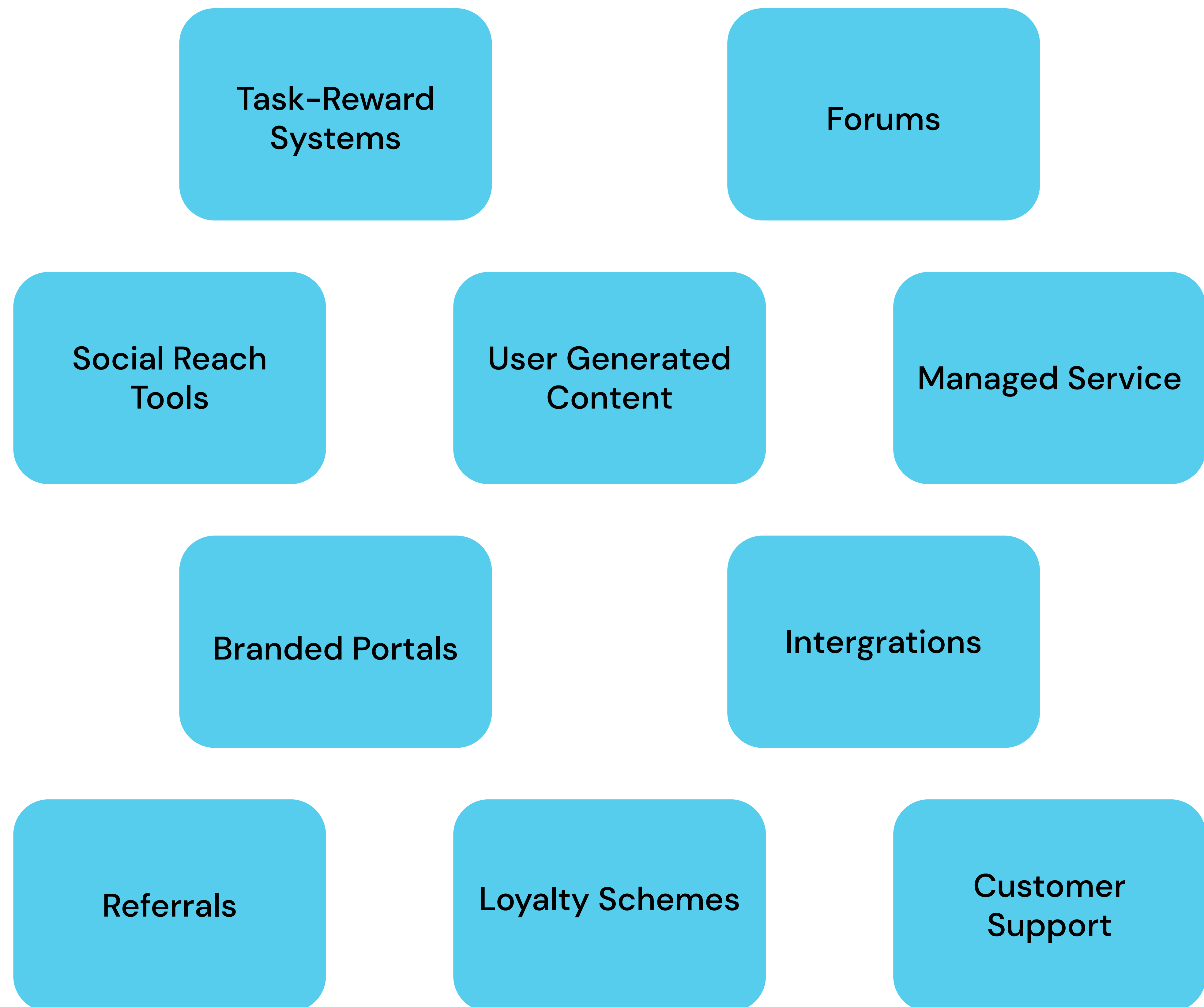duel.

Platform Features

Each Brand Advocacy platform packages together a number of features to create their specific approach to building advocacy. Because the industry is new and developing, there is no de facto standard feature set for brand advocacy, but there is plenty of overlap among platforms. The next page represents the most common features found in a Brand Advocacy platform.

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Software that brings together several of these tools under one solution are considered **Brand Advocacy platforms**.

There are also solutions available that only address one or two of these features – these are not considered platforms but are still useful tools and plugins that work for a specific brand need.

Platform Features

Task–Reward Systems

Forums

Social Reach Tools

User Generated Content

Managed Service

Branded Portals

Intergrations

Referrals

Loyalty Schemes

Customer Support

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Platforms

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G Suite

It isn't branded as a Brand Advocacy platform, but Google Suite is the ultimate DIY option for micro brands and fresh startups with no budget. Brands can use simple spreadsheets to track their rewards and Gmail to communicate with customers about delivering rewards.

Brand Size: Small
Ideal For: Micro brands with near-zero budgets for software
Not Ideal For: Brands interested in a scalable & specialsed service

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Duel's features are centered around rewarding authentic customers for advocacy through a tiered task–reward system. Advocacy programs are highly customisable, supporting referrals, UGC, loyalty as well as multiple reward types and branding.

Duel also includes a managed service team that builds and delivers programs for brands.

Brand Size: Medium to Large
Ideal For: Brands with passionate fanbases and a DTC channel
Not Ideal For: Brands without passion-driven or emotion-driven offerings

Zuberance

Zuberance offers end-to-end service for brands who want to take a more hands-off approach and allow an external team to optimize and deliver programs. The Zuberance team will build a program, recruit advocates and handle maintenance of the program on their platform.

Brand Size: Medium
Ideal For: Brands who want a full-service consultancy
Not Ideal For: Brands looking for a DIY option or expedited scaling in their programs

zyper

Zyper caters to the needs of large global brands like Nike and Unilever by building carefully curated communities. The Zyper team will find and screen potential advocates and embed them into a managed community, using their platform. Zyper operates somewhere between an advocacy program and an influencer program.

Brand Size: Large
Ideal For: Established brands with large budgets looking for specifically curated audiences
Not Ideal For: Brands focused on organic growth and scaling customer communities

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yotpo.

Yotpo's platform is designed for eCommerce first, but supports many brand advocacy related tools including reviews, referrals and visual marketing features.

Yotpo's free plan makes it ideal for small brand while it's paid plans are well suited for enterprise.

Brand Size: Small and Large
Ideal For: eCommerce driven brand that want a wide array of features
Not Ideal For: Medium brands that want complex programs and support without enterprise-grade costs

ANNEX CLOUD
Customer Marketing Platform

Annex Cloud focusses on loyalty first but has functionality for referrals and UGC. The platform also supports brick and mortar operations and physical storefronts.

The Annex Cloud solution is high-involvement-brands work with Annex Cloud to ideate, launch and manage their program.

Brand Size: Large
Ideal For: Established brands with large budgets looking for specifically curated audiences
Not Ideal For: Brands focused on organic growth and scaling customer communities

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LOYALTYLION

The focus of Loyalty Lion's offering is baked right into their name: Loyalty. The platform is designed with eCommerce in mind and centres around a points-based loyalty system that rewards specific online customer actions like repeat purchases. It is an ideal choice for brands that are focusing on repeat business and retention.

Brand Size: Small

Ideal For: Brands that want a specialised platform focused solely on loyalty and retention

Not Ideal For: Advocacy programs designed for acquisition and content in mind

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Looking for a more in-depth guide?

Read our full platform breakdowns [here](#)

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