Be a leading figure in the story of XM

As an XM Advocate, you’ll build a reputation for leadership and innovation in one of the fastest growing categories in business. We’ll help you share your success stories, connect you with peers, offer you valuable rewards, and deepen your understanding of the #1 XM platform.

1. SIGN UP
Start here and choose how you want to connect with others.

2. CONNECT
Earn rewards points for sharing your experience when we connect you with peers.

3. BENEFIT
Use points for X4, advanced training, or donate to 5 For The Fight.

It’s simple
From taking a phone call from a peer to hosting an onsite visit, you can earn points for advanced Qualtrics training, X4 passes, and more. We’ll help you build your reputation as an experience leader and highlight your innovations with case studies, reference calls, webinars, videos, or speaking at industry events. Earn rewards each time you do.

WHAT MAKES A GREAT XM ADVOCATE?
+ Obsessed with experience management
+ You’re driving meaningful business results with Qualtrics
+ You like connecting with peers focused on XM

Kylan Lundeen
Chief Marketing Officer, Qualtrics
See what other advocates have created

**STANCE**

Stance developed a case study demonstrating that they had experienced 2x revenue growth and created 2 new product categories with the help of Qualtrics XM.

**Under Armor**

Under Armor created a video with Qualtrics that highlighted why they chose Qualtrics XM to develop breakthrough products that customers can’t live without.

**Airbnb**

Airbnb published a thought leadership Master Session on how they conduct constant research with hosts, guests, and employees in order to craft amazing experiences.

How it works

You choose what solutions you want to talk about, how you want to be contacted, and how often. You simply:

- Field reference requests from Qualtrics
- Share authentically about your XM program
- Complete occasional check-ins about how you’re using XM

Rewards Store

As an XM Advocate, you earn rewards that give you a front row seat to the experience management revolution.

- Every time you speak with a peer, earn valuable reward points
- Use reward points in our Reward Store. Spend points on X4 passes, advanced training, prioritized support, or Qualtrics SWAG
- Share reward points with others in your organization