Mention Me x Ometria Newsletter Integration

The Mention Me Newsletter integration allows you to receive details about prospective customers (i.e. referees) who have opted in to receive your newsletter whilst registering to claim their introductory referral offer. This will enable you to create a dedicated welcome email cycle for customers who've been referred by a friend.

The integration works by automatically importing details about the opted-in referees into Ometria removing the need to upload manually via CSV. The imported contact fields are:

Field ID	Label	Type
Referee_email_address	Referee's email	Email
mention_me_referee_reward_expiry_date	Referee's reward expiry date	Date
mention_me_referee_coupon_code	Referee's coupon code	String
mention_me_referee_reward	Referee's reward	String
mention_me_referrer_firstname	Referrer's first name	String
mention_me_reward_currency	Reward currency	String
mention_me_segment	Mention Me segment	String
mention_me_source_locale	Mention Me source locale	String

In order to set up the integration, you will need to do the following;

1. Create a new API Key in Ometria. Details on where to find this are here.
2. Securely send the API Key to Mention Me team via the Secure File Transfer section in the Mention Me client portal.
3. Provide the Mention Me team with the IDs of any segments you'd like to add your subscribers to. Details on where to find this are here.
   - We recommend creating a static segment to identify the source as Mention Me.
4. Once the Mention Me team have confirmed that the setup is complete, please test that the fields are being populated in Ometria.

What's next?

You are now ready to use the Mention Me newsletter opt-in data in Ometria. We recommend creating a dedicated welcome email cycle for these customers, acknowledging the fact that they have been referred by a friend and prompting them to use their introductory reward.

Please note, for the purposes of clarifying our relationship in the context of our data processing agreement, by us sending your data to Ometria on your behalf you acknowledge and agree that Ometria shall be a Processor directly for you; Ometria shall not be a Mention Me Sub-Processor. You also confirm that any such instructions to send data to Ometria shall comply with data protection laws.