

mention me

Connect your
acquisition & advocacy
tools to increase
customer lifetime
value post COVID



Your presenters



GILES

VP Strategy & GM Expansion



JOCELYN

Head of Partnerships

Agenda

- The impact of Covid on customer acquisition and retention
- How to retain new customers and build advocacy
- New integrations for supercharging customer retention
- Q&A

Poll

Out of these three options, which is your biggest challenge at the moment?

- NEW CUSTOMER ACQUISITION**
- CUSTOMER RETENTION**
- JOINING UP MY MARKETING TOOLS**

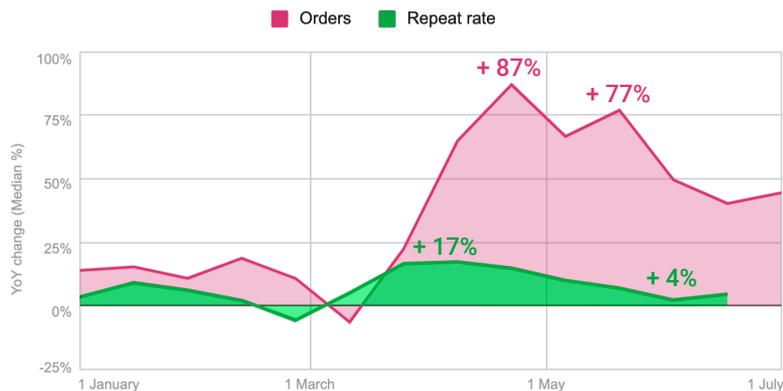


The impact of Covid on acquisition and retention

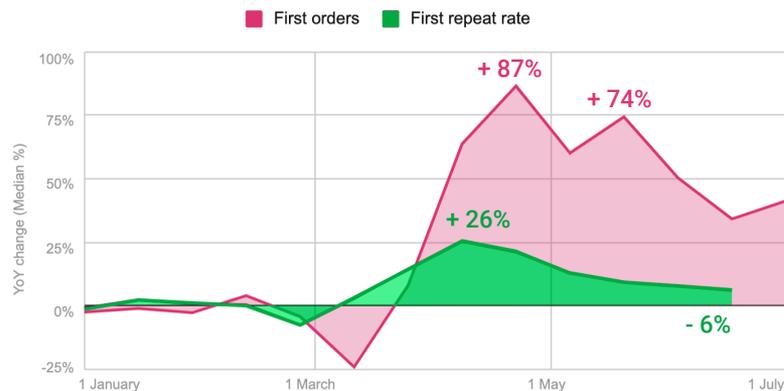
New customers have significantly increased orders in the fashion sector

Order volumes increased by 87% YoY. Repeat rate increased by 26% YoY.

All customers - YoY behaviour change



New customers - YoY behaviour change

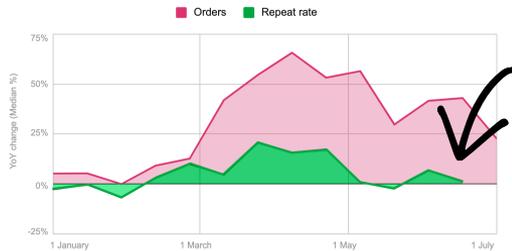


Customer loyalty and retention are declining

Retention rates are falling in numerous sectors as lockdown restrictions ease.

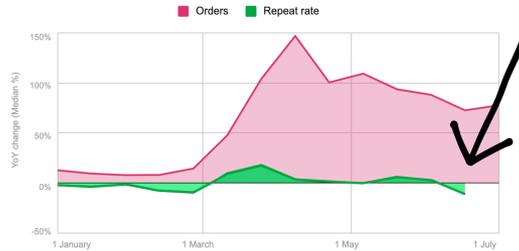
HEALTH + BEAUTY

All customers - YoY behaviour change



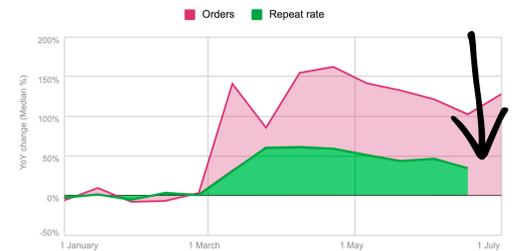
HOME + GARDEN

All customers - YoY behaviour change

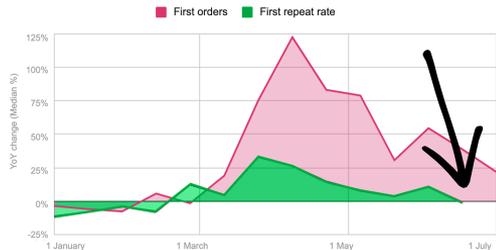


GIFTS + OCCASIONS

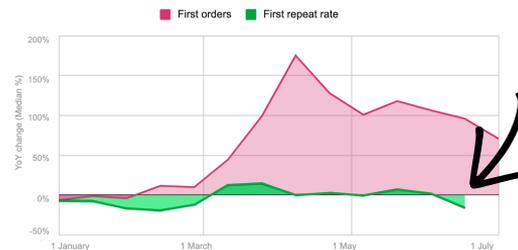
All customers - YoY behaviour change



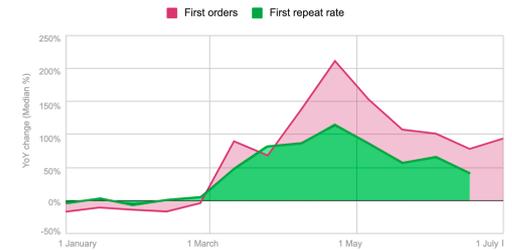
New customers - YoY behaviour change



New customers - YoY behaviour change



New customers - YoY behaviour change



Understanding lockdown customers

- What are their motives and expectations?
- What are their preferences and purchase patterns?
- What are their challenges and pain points?
- How are they using your product?
- Are they satisfied with your product?



Turn new customers into repeat (and even lifelong) customers



NEW CUSTOMERS

Meaningfully engage with customers and their needs in order to convert.



REPEAT CUSTOMERS

Understand your customers needs and engage with them in authentic ways to drive brand affinity



BRAND ADVOCATES

Building customer advocacy will drive referrals and positive reviews

Build a strategy
to nurture & retain
new customers



retain

Our cutting-edge platform combines real-time data with complex human psychology.

Equipping you to deliver highly targeted messages throughout the online customer journey.

Engage with customers throughout their lifecycle

- Homepage
- Email newsletter

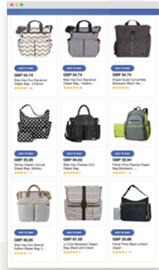
- Post-purchase overlay
- Confirmation email
- Dispatch email
- Parcel tracking

- Free gift to share with a friend
- In-parcel insert
- Instagram, Twitter competition
- Did you love it? SMS

- Review request
- Referral reminder
- Reminder within the service (e.g. in dashboard or account)

- NPS
- Personalised offer
- Discount on next purchase

- Loyalty or VIP segment
- Refer-a-friend
- Invite for review



ADD TO BAG



SHOPPING

1ST PURCHASE

RECEIVE

FIRST USE

REALISE VALUE

2ND PURCHASE

LOYALTY

ADVOCATE

ACQUISITION

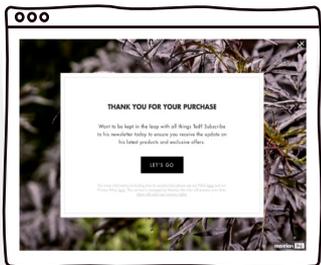


RETENTION



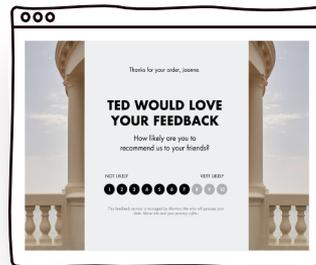
ADVOCACY

Ted Baker uses newsletter sign-up and NPS to drive repeat orders



Newsletter sign up

Encouraging customers to sign up to the newsletter has increased repeat orders for Ted Baker



NPS

Customers who saw the NPS survey on the order confirmation page had a significant response rate

SHOPPING 1ST PURCHASE RECEIVE FIRST USE REALISE VALUE 2ND PURCHASE LOYALTY ADVOCATE

ACQUISITION → RETENTION → ADVOCACY

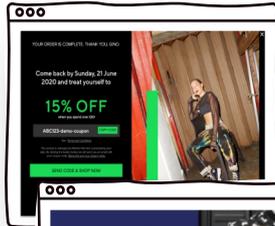
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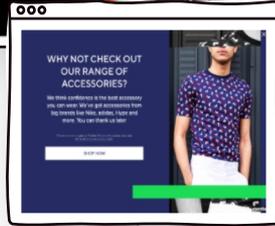
mention me

Schuh drives repeat orders with discount and sustainability messages



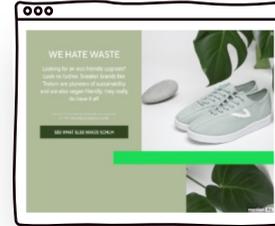
Limited time discount

Schuh's limited time discount has resulted to a 9.31% increase in repeat rate



Cross-sell across other categories

Customers who fell into this segment placed an additional 8,259 orders having seen a message on the order confirmation page



Sustainability message

Their customers appear to spend more and are more likely to return when shown the sustainability message.

SHOPPING 1ST PURCHASE RECEIVE FIRST USE REALISE VALUE 2ND PURCHASE LOYALTY ADVOCATE

ACQUISITION → RETENTION → ADVOCACY

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3 new integrations
to supercharge
customer retention

3 brand new integrations for driving customer advocacy



PERSONALISED MARKETING AUTOMATION

Ometria integration makes it easier and more efficient to give customers a seamless experience across marketing channels



PERSONALISED IN PARCEL INSERTS

Retain.Me Smart Slip allows you to extend your brand messaging and personalised marketing efforts to in-parcel



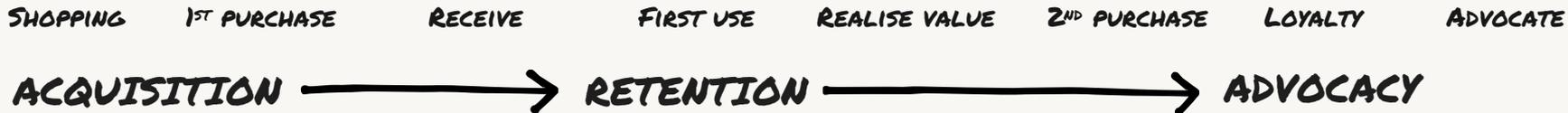
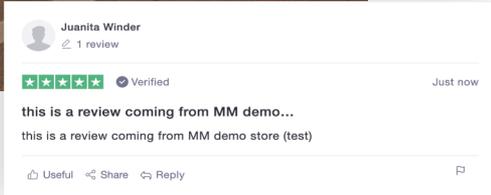
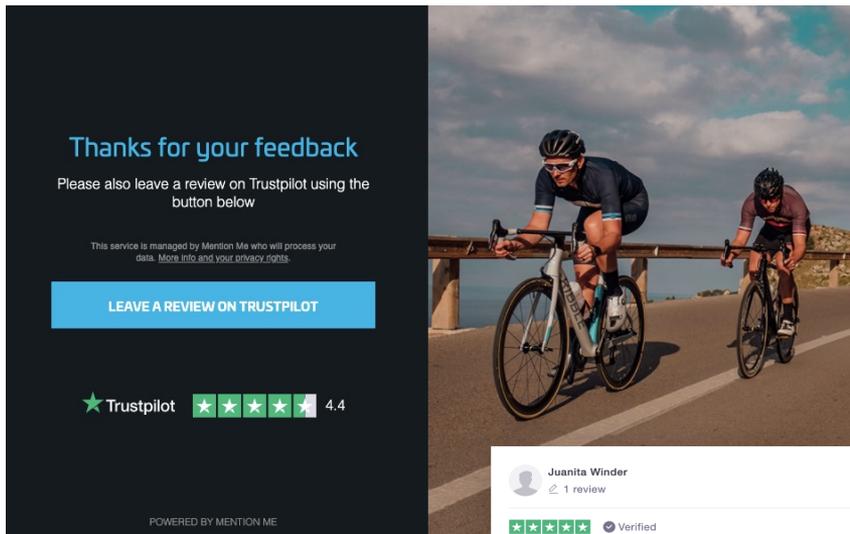
VERIFIED CUSTOMER REVIEWS & SOCIAL PROOF

Trustpilot allows brands to combine the power of reviews and referrals to activate new brand advocates



Ribble Cycles uses Trustpilot to drive verified reviews

The Mention Me Retain & Trustpilot integration means Ribble Cycles can show the Trustpilot badge on their overlay and drive verified reviews post-purchase.



FIGLEAVES



Figleaves uses in-parcel inserts to increase customer loyalty

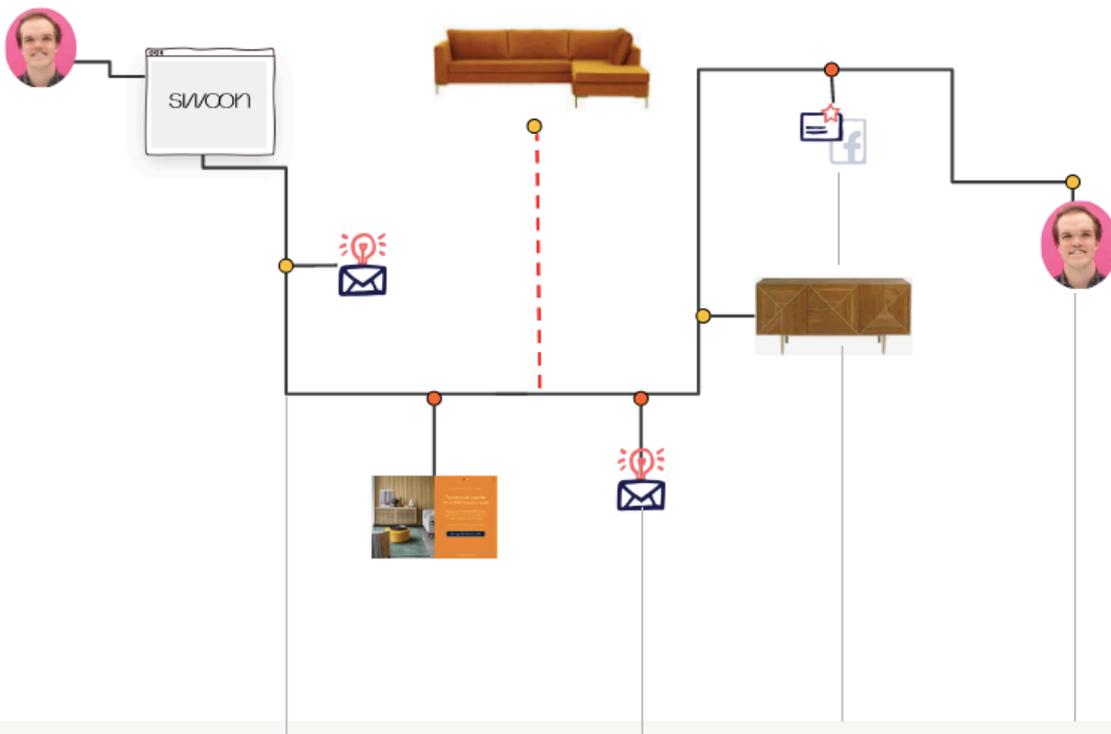
In-parcel inserts can make customers feel special and more loyal to your brand. Making them more likely to repeat purchase and deliver long-term value.



SWOON

Swoon uses Ometria to drive repeat purchases

The Ometria & Mention Me integration makes it easier and more efficient to give customers a seamless experience, driving increase in referrals and repeat purchases.



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REALISE VALUE

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LOYALTY

ADVOCATE

ACQUISITION



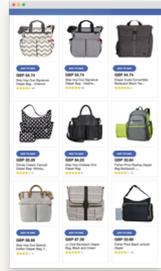
RETENTION



ADVOCACY

Connect acquisition and
retention strategies
for long-term success

Build a connected acquisition and retention strategy for powerful results



ADD TO BAG



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RETENTION



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★ Trustpilot

★ Trustpilot

★ Trustpilot

<Retain.me>

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Poll

After what we discussed today, which of these is your highest priority?

- IMPROVE NEW CUSTOMER ACQUISITION
- IMPROVE CUSTOMER RETENTION
- JOIN UP MY MARKETING TOOLS



Ready to drive results with a connected customer retention strategy?

Contact us at hello@mention-me.com
or visit our website for more information

WWW.MENTION-ME.COM/REQUEST-A-DEMO-RETAIN