mentionme

CASE STUDY

TRUSTED BY LEADING UK BRANDS

ESN | Huel | Gymshark | Bulk | Ancient + Brave | Hairburst | Beauty Works | OptiBac | Healthspan | Philip Kingsley



HEALTH & WELLNESS · REFERRAL MARKETING

How ESN Turned Fitness Enthusiasts Into 58,456 New Customers Through Referral

58,456	314,963	€8.9M
NEW CUSTOMERS ACQUIRED	CUSTOMERS WHO SHARED	TOTAL REFERRAL REVENUE

The Challenge

Sports nutrition is a fiercely competitive category where brand loyalty is hard-won. Consumers are knowledgeable, price-aware, and constantly evaluating alternatives — making sustainable customer acquisition a persistent challenge.

For ESN, the opportunity was clear: their customer base was already passionate about the products, regularly discussing supplements, training stacks, and results in gym communities and online forums.

The challenge was capturing that organic enthusiasm and turning it into a structured, measurable acquisition channel that could scale alongside the business.

The Solution

Mention Me's referral platform gave ESN a way to formalise the word-of-mouth that was already happening. The programme made it simple for gym-goers and fitness enthusiasts to share their favourite products with training partners and friends.

By meeting customers where advocacy naturally occurs — in gyms, in group chats, in conversations about results — the programme turned authentic recommendations into trackable revenue.

> Mention Me's Name Share® technology captures referrals that happen in everyday conversation — a channel that traditional tracking misses entirely.

The Results

Since launch:

ACQUISITION AT SCALE

58,456 New customers acquired through referral

5.97% Share rate — turning customers into advocates

THE REFERRER EFFECT

314,963 Customers who shared with friends

PROGRAMME MOMENTUM

With a 5.97% share rate and over 314,963 sharers, ESN's programme shows that fitness communities are natural advocacy engines — people who train together share what works.

TOTAL PROGRAMME VALUE

€8.9M Total referral revenue generated

Over 314,963 ESN customers became advocates, generating €8.9M in total referral revenue — proof that in sports nutrition, peer recommendations carry more weight than any campaign.

What Health And Wellness Brands Are Asking Right Now

How do I measure advocacy ROI?

Health & wellness brands need to track lifetime value beyond the first purchase. Mention Me shows how referred customers retain, reorder, and spend over time — the metrics that justify long-term investment.

Who are my power advocates?

In wellness, passionate customers often share repeatedly as products become part of their routine. Mention Me identifies these super-referrers so you can invest in the customers who bring the most value.

How do I capture organic recommendations?

Health products get recommended naturally — 'you should try this'. Name Share® captures these everyday conversations that link-based programmes miss entirely.

Why Referral Works for Health & Wellness Brands

Health and wellness products become part of people's daily routines — they're visible, they're talked about, and they're recommended with conviction. That makes wellness one of the strongest verticals for referral, and ESN's programme proves it.

See What Referral Could Do for Your Brand

Mention Me works with leading health and wellness brands to build referral programmes that drive measurable, sustainable growth.

Book a Demo

All results reflect all-time referral programme performance via Mention Me.