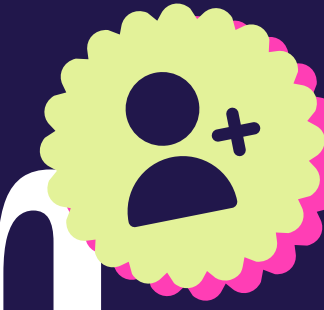


Unlock quality acquisition through referral and micro-influencer marketing



Welcome to your guide to quality customer acquisition. We explore **why referral marketing is essential** for securing high-value shoppers, driving profitable growth, and slashing cost per acquisition (CPA).

You'll also learn how to **optimise your existing paid channels through our Audience Builder feature** by using referral data to create high-converting lookalike audiences on Meta, TikTok and Google.

Want to smash acquisition targets? Take the first step and read on...

mention*me*

The **costly** state of acquisition

The top priority for [65% of marketers*](#) is customer acquisition. However, over the past five years, acquisition costs have shot up by 60%, putting additional pressure on marketing budgets.

This escalation means that businesses are, on average, [losing \\$29](#) for each new customer they acquire, a 222% rise in the last eight years.

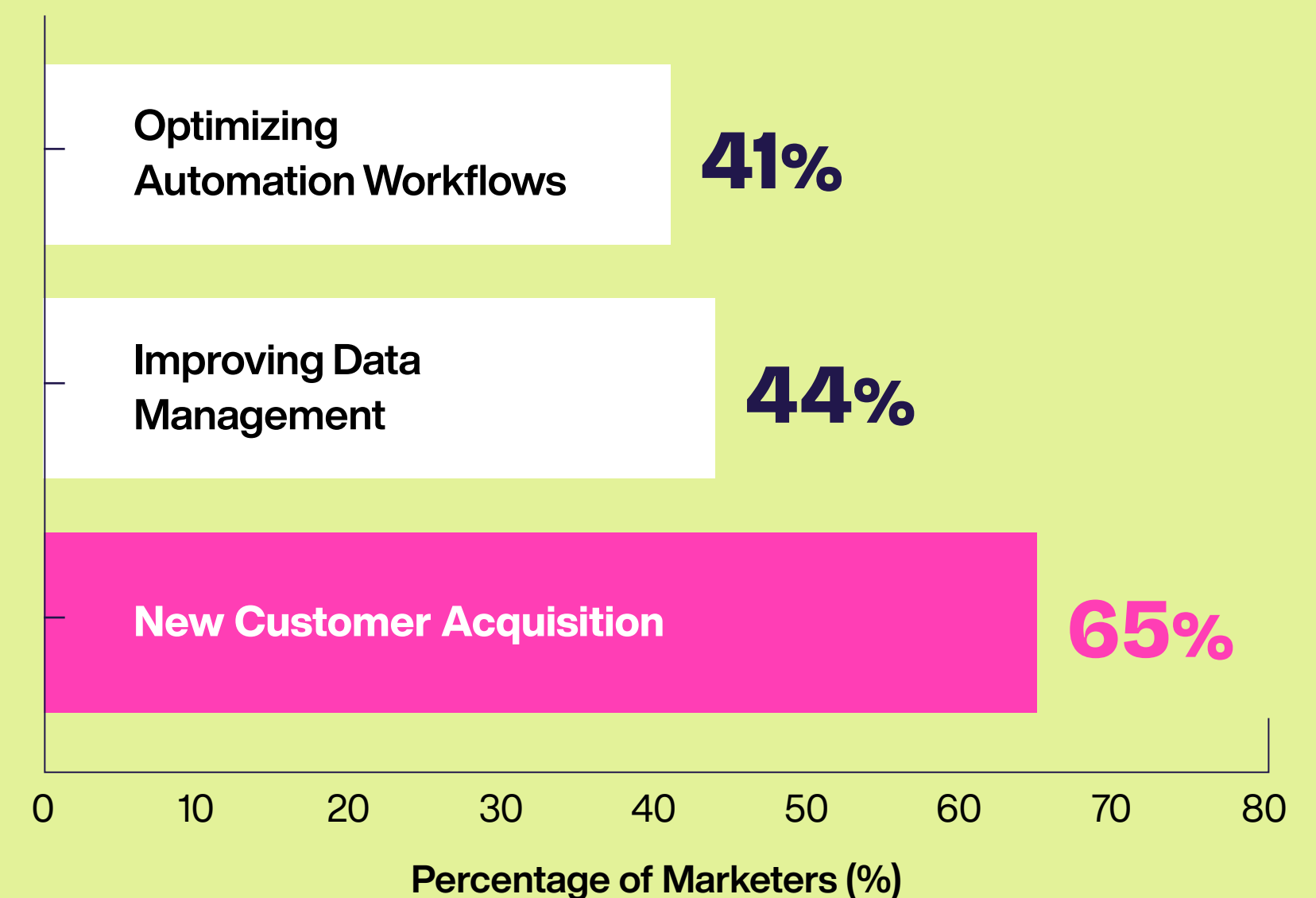
And despite the struggling performance and spiralling costs of paid social, [78% of businesses](#) prioritise this channel for acquisition.

Such figures paint a stark picture: while paid channels remain an essential part of the marketing toolkit, their growing costs and inefficiencies are unsustainable long-term.

As ROI dwindles, you need cost-effective strategies. Our advice? Leverage your brand fans to bring in high-quality customers through tracked and measurable word-of-mouth marketing.

You need to balance paid media with innovative solutions that deliver greater value without draining resources. The challenge isn't to cut costs but to maximise every pound spent, ensuring that each customer acquired brings tangible returns.

Top priorities for Marketers



[Source*](#)

Why use referral marketing?

Acquisition headaches? Referral could be the cost-effective remedy you need. Below, we outline three ways how referral marketing, **drives higher-quality acquisition at lower costs** than traditional paid advertising.

Reduces CPA

Referral marketing capitalises on the trust that your current customers have with their friends and family, meaning you can bring in new customers at lower costs than through traditional advertising methods.

Lower ad costs: Referral relies on personal recommendations, meaning you don't have to spend as much on pricey ad campaigns. Your customers are effectively doing your marketing for you.

Better conversion rates: People are more likely to act on recommendations from someone they trust compared to general advertisements, giving you a better return on your marketing spend.

Improved efficiency: By concentrating on getting high-quality referrals, you can make better use of your marketing budget and resources.

Attracts customers likely to bring others

Customers who are referred to your business are five times more likely to recommend others compared to your regular customers. Through referral, swap one-and-done shoppers with quality customers and create a network of loyal fans who tell friends and family. And so on.

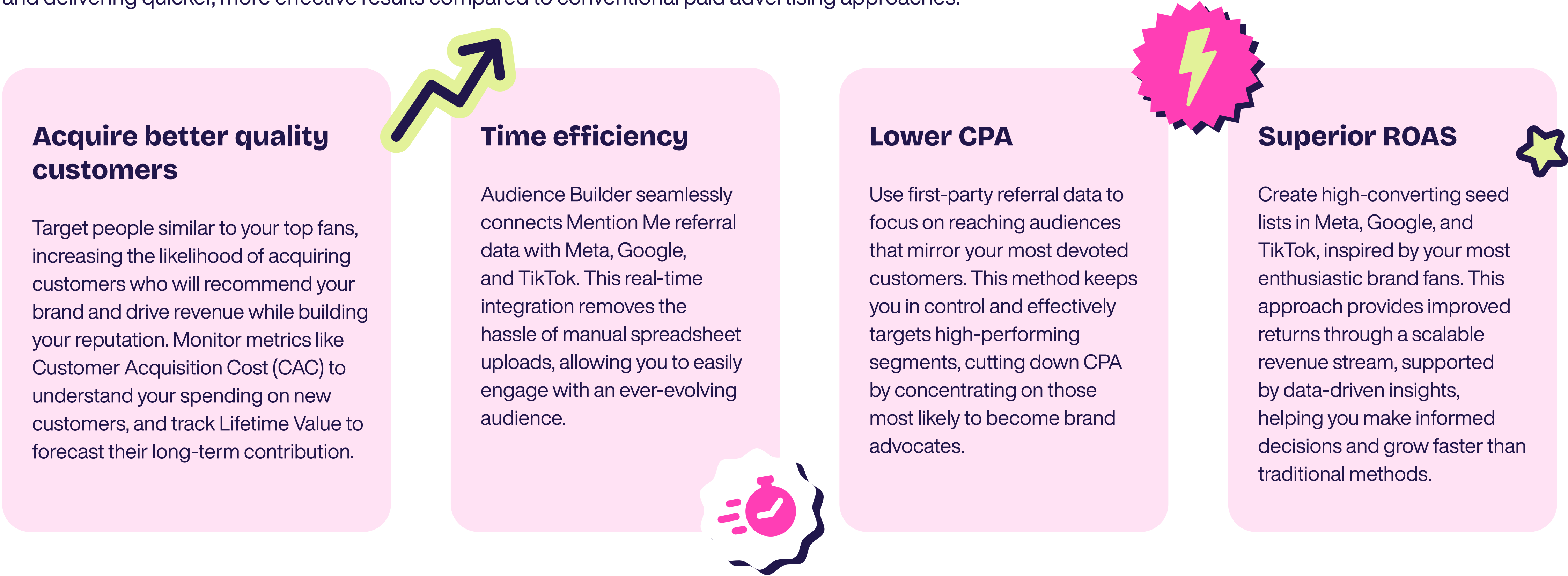
Overall, customers acquired through referral campaigns are typically more trusting of your brand, better fits for targeted marketing, and are more likely to continue the referral cycle.

5x

more likely to recommend others compared to your regular customers

Optimises existing paid channels

Audience Builder, a unique capability to Mention Me, doesn't replace your paid acquisition strategy. Instead, it maximises the impact of your paid search and social campaigns by saving time, reducing CPA, and delivering quicker, more effective results compared to conventional paid advertising approaches.



Success story: Huel

In 2017, Huel partnered with Mention Me to stand out without a big budget. This collaboration helped their “Hueligans” community fuel global brand growth across 12 markets.



Strategy

22% of Huel's customers **refer friends**

By tracking word-of-mouth referrals through Mention Me, 22% of Huel's customers refer friends, with 60% converting into new customers. Referred customers bring in twice as many new shoppers as those not referred.

12% yearly increase in **referral revenue**

A focus on product imagery proved effective, especially in the US where 72% of such referrals turned into customers. This contributed to a 12% yearly increase in referral revenue.

Results



2x

more shoppers with referral programs that double new customers

60%

of referrals lead to new customers

12%

of annual growth in referral revenue

"Results with Mention Me have been **exceptional**, making our community a vital revenue stream and acquiring customers more **cost-effectively** than other channels."

Emily Hollis, Senior CRM Executive

Huel[®]

Unlocking Scalable Growth with Micro-Influencers

Referral marketing and data-driven targeting can vastly improve your acquisition, but there's an extra channel you should consider, alongside referral, for attracting high-quality customers at scale: **micro-influencers and brand ambassadors**.



 124k

 425k

Influencer Revenue
58,280 ↑ 10%

Why micro-influencers should be your new growth engine

Micro-influencers — regular people with 1,000 to 100,000 followers — are helping brands unlock growth by delivering what paid media struggles to replicate: real trust, authentic content, and high-performing engagement.

Micro-influencers often have **engagement rates up to 60% higher than macro-influencers** or celebrities with millions of followers. Why? Because a micro-influencer's followers share a strong interest in a specific niche and genuinely value their recommendations.

By contrast, macro-influencer content reaches more people, but resonates less. With broader, more varied audiences, fewer followers are deeply connected to everything they post—resulting in lower interaction and impact.

Not to mention the eye watering fees for macro-influencer posts that'll deplete your budget. Micro-influencers are more engaging and budget-friendly. The marketer's dream.

The challenge? Until now, scaling a micro-influencer programme was easier said than done. From manual outreach and fragmented tech to uncertain ROI and cookie deprecation, many teams have stalled before they've scaled.

That's what we set out to change.

60%

Micro-influencers drive up to 60% **more engagement** than brand-led content.

2.4x

User-generated content (UGC) from micro-influencers is perceived as 2.4x **more authentic** than branded messaging.

78%

78% of TikTok users have purchased a product after seeing it **featured by a creator.**

20%

Social media conversions see a 20% **uplift when driven by micro-influencer** content.

Introducing Mention Me Influencer

Mention Me Influencer is our new AI-first micro-influencer platform, designed to help you identify, manage and grow high-performing micro-influencer programmes—with the customers you already have.

It's a fully integrated, always-on tool that slots seamlessly into your acquisition strategy. The platform identifies real customers with online influence, recommends top-fit creators using AI, and tracks results with trusted, first-party data—so you can turn authentic content into profitable growth.

Apollo

Join our influencer programme

A fitness revolution is happening, we'd like to invite you to become a part of it.

First name

Last name

Email

Location

Shoe size

Instagram profile

☐ I agree to the [Terms & Conditions](#) and [Privacy Policy](#).


Submit Application

58,280 ↑ 10%

Influencer Revenue

453 ↑ 12%


New Customers





Referrer




Customer

Anastasia Williams
anastasia.williams@abc.com

 124k

 425k

 43k



View profile

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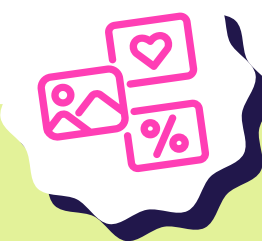
❤️

Unlock quality acquisition through referral and micro-influencer marketing 9



Discover creators effortlessly

Surface high-value micro-influencers directly from your customer base—no scrolling, no spreadsheets, no cold outreach.



Manage micro-influencers with ease

Approve, brief, reward, and track performance—all from one central, intuitive dashboard.



Cookieless tracking

Forget cookies. Track CAC, LTV and ROI using deterministic methods like code redemptions and email matching.



Keeps creators coming back

You'll keep content flowing and results growing with a slick, user-friendly experience that creators actually enjoy using.

If you've tried to scale micro-influencer marketing and found it slow, time-consuming, or untrackable—this is the performance-led, AI-first alternative. A platform designed to make your budget work harder while helping your brand speak with more authenticity, more often.

Combine micro-influencers with your referral strategy, and you're not just acquiring quality customers, you're growing a trusted customer base at scale.

Acquisition trends to watch

Customer acquisition is becoming more data-driven than ever. But with limited access to third-party data, it's vital to **leverage first-party referral information** and **target people** who are more likely to love your brand, helping you save time and slash CPA.

Here's what we expect from 2025:

Digital channels to dominate

[Gartner predicts](#) that by 2025, 65% of businesses will focus their client acquisition efforts on digital channels, such as social media, search engines, and paid ads. This significant shift illustrates the increasing importance of online engagement over traditional methods.

Personalised content

According to DemandGen's B2B Buyer Behavior Study, [60% of B2B buyers](#) will expect personalised content tailored to their needs in 2025. Companies that fail to provide customised marketing experiences may see reduced success in attracting new clients.

Data-driven insights to drive acquisition

In 2025, [87% of businesses](#) are expected to rely on data-driven insights to steer their client acquisition strategies, as per PwC's Global Data and Analytics Survey. This emphasis on data underscores the need to embrace analytics or risk missing out on key growth opportunities and campaign optimisations.

Want to shake things up in customer acquisition and slash CPA?

Contact our team

or speak to your
Account Executive today to find out more.

mention^{me}

