

THE A-Z OF BRAND ADVOCACY

Your essential guide to turning brand
fans into unstoppable growth

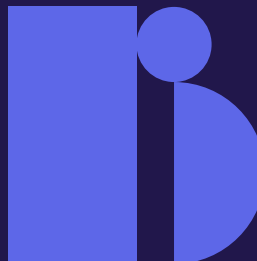
mention*me*

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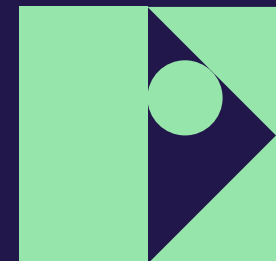
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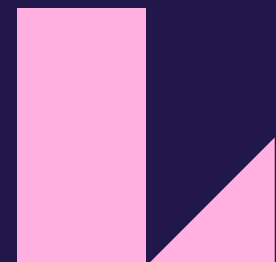
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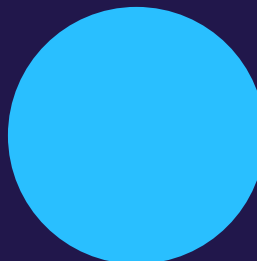
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Accelerating growth for leading brands



asos

Charlotte Tilbury

PRETTYLITTLETHING

BLOOM & WILD

Nutmeg.

FARFETCH

ManyPets[®]
the new name for BOUGHTBYMANY

Partnered with world-class agencies and tech platforms



klaviyo[™]

ommetria

attentive[®]

INTRODUCTION

Against a backdrop of shrinking budgets, spiralling costs on Facebook and Google, and disappearing third-party cookies, one form of marketing has endured in its effectiveness: referrals.

Because when a friend recommends a brand they think you'll love, social psychology dictates that you'll listen. Those shouting billboards and irrelevant online ads fall silent in their presence.

And that's just the tip of the customer advocacy iceberg.

An advocacy-first approach – underpinned by cutting-edge technology – will turn your brand fans into a high-performing acquisition channel. A channel that gathers first-party data capable of radically increasing ROI across your marketing mix.

Instead of buying customers at any cost, it's time to rethink how you grow your business. This A to Z* of customer advocacy will help to make it a reality.

The pages within will take you on a journey of discovery, from optimising referral through unique machine-learning and experimentation, to identifying your best customers and finding more like them across other channels. Each letter shines a light on how you can – and should – revolutionise your business strategy to put customer advocacy at its core.

Put simply, this ebook will arm you with the insights you need to launch a growth strategy that transforms your customer economics and leaves your competitors in the dust.

Take your time and read all the way from A to Z, or skip straight to the sections that most apply to your business goals.

There's a reason ASOS, PUMA and ManyPets are just some of the 500+ brands we're helping to turn customer advocates into a powerful growth driver.

Ready to shake up the marketing status quo and join them?

* Almost. Bonus points if you spot the letters that didn't quite make the cut 🙄

A IS FOR Acquisition

As you know all too well, acquiring high-value customers isn't easy.

Despite paid social and search advertising costs soaring, sceptical consumers are becoming less and less likely to engage with your ads.

Eye-catching visuals and offers might tempt your target audience, but they're missing one vital ingredient: trust.

Without trust, your potential future best customers might be tentatively adding your products to their basket, only to get cold feet before checkout and hastily exit.

The good news is, there *is* a way to build this sought-after trust. It's as simple as encouraging your best customers to share your brand with friends.

By nudging your brand advocates to rave about you to others (and get an unmissable incentive in the process), you'll uncover a treasure trove of consumers who you might never have reached otherwise.

Best of all, these consumers are predisposed to liking your brand enough to take the plunge and make their first purchase — because someone they care about does too.

It's not only referrals that help you turn advocacy into a powerful growth driver. Inject advocacy insights into your other marketing channels, and you'll acquire even more customers (skip to section T for more on that).

We're not talking buy-and-bolt customers who disappear after their first purchase. We're talking about high lifetime value customers, as you'll learn about in the next section.

▲ 30%

An optimised customer advocacy platform can increase new customer acquisition by up to 30%

B IS FOR

Best customers



Your most valuable untapped asset might be closer than you think.

According to Gartner, 80% of future profits come from just 20% of existing customers.

That's not all. Gartner also predicts that by 2025, 75% of companies will "break up" with customers who are a poor fit, as the cost to keep them eclipses high-value customer acquisition costs.

The takeaway from all this? You need to know who your truly most valuable customers are.

If you're using the Recency, Frequency and Monetary (RFM) model to define your customers, you're overlooking a key metric: referrals. That might explain the finding in a recent study by Criteo that 69% of marketers know there's room for improvement when it comes to effectively monitoring customer value.

Extended Customer Revenue (ECR), a capability unique to Mention Me, lets you identify your company's truly most valuable customers: your brand advocates.

Through this lens of referral data, you can measure a customer's individual spend, plus the spend of the friends and family they bring along – shining a whole new light on their value in the process.

This unique view will also equip you to segment your customer base with a 3D view of the value they're bringing to your

business. By knowing who your most valuable customers are and delivering them the best experiences, you'll nurture further advocacy that keeps them coming back and bringing their friends.

That's your winning formula to drive sustainable, organic growth – through these uncertain economic times and beyond.

Compared to the average customer, referred customers:

11% Spend 11% more on their first order

5x Are 5x more likely to refer onwards

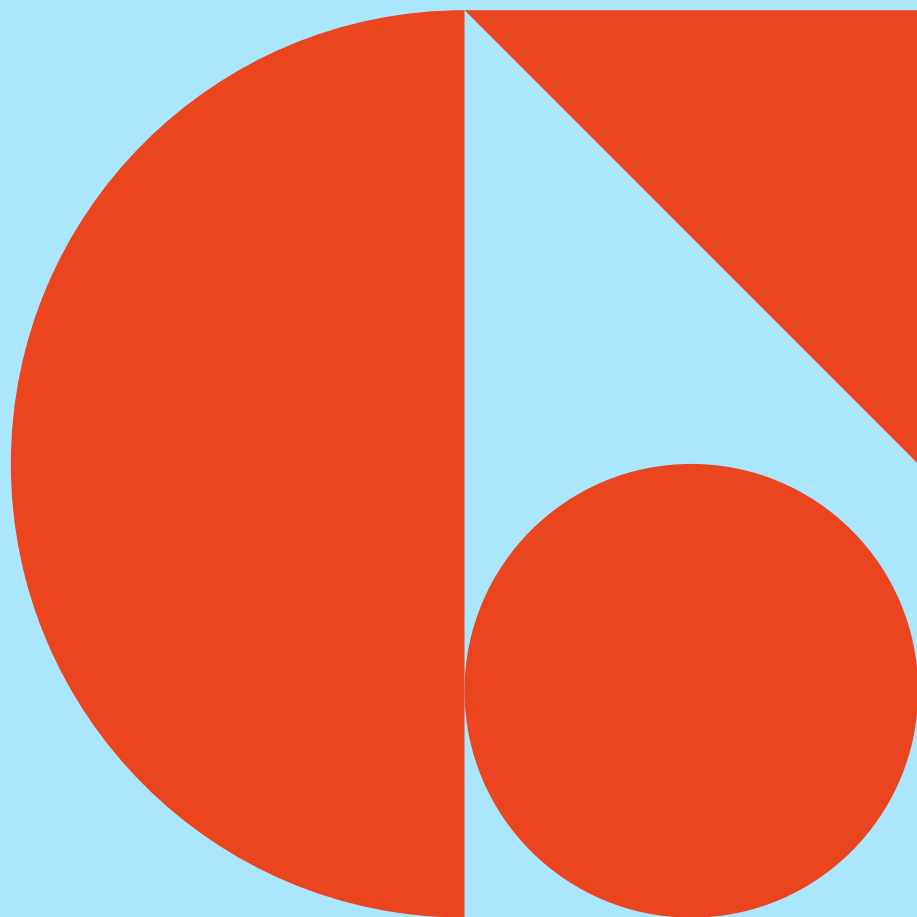


Since setting up our programme in 2018, referral has become one of our most reliable channels for acquiring high-quality new customers. We're constantly learning about how to engage our customers and enhance their experience through Mention Me. It's the ideal solution for acquiring new customers while making existing ones feel special."

Julia Deutsch
Senior Global Digital
Marketing Manager

Charlotte Tilbury

Customer referral chains



A word of warning: this section is about to get geeky. Because we're stepping into the wonderful world of referral chains.

Referral networks come in all shapes and sizes – but some are better than others.

Here's an example to start with.

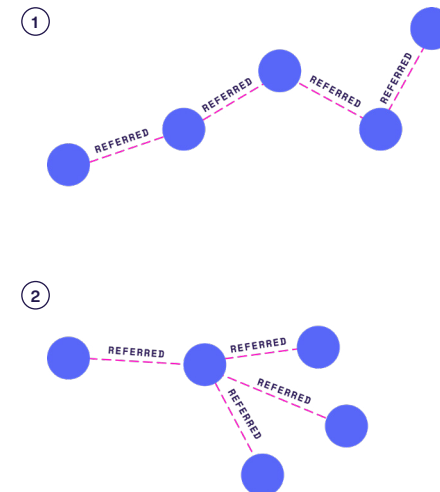
In this chain, Cate is referrer zero, so to speak. She refers a friend, who refers another friend, who refers two friends – sparking a referral chain reaction that quickly spreads.

Thanks to Cate, you've created a lot of chatter about your brand and acquired tens of new customers in the process.



Now let's break this chain down to study the two different types in action. Both the referral chains on the right show four people being referred, but one is a straight line, and one spread out.

Which chain is more valuable?



If you're thinking 'A', well done. You're spot on.

When we break these chains down into metrics, we establish the following:

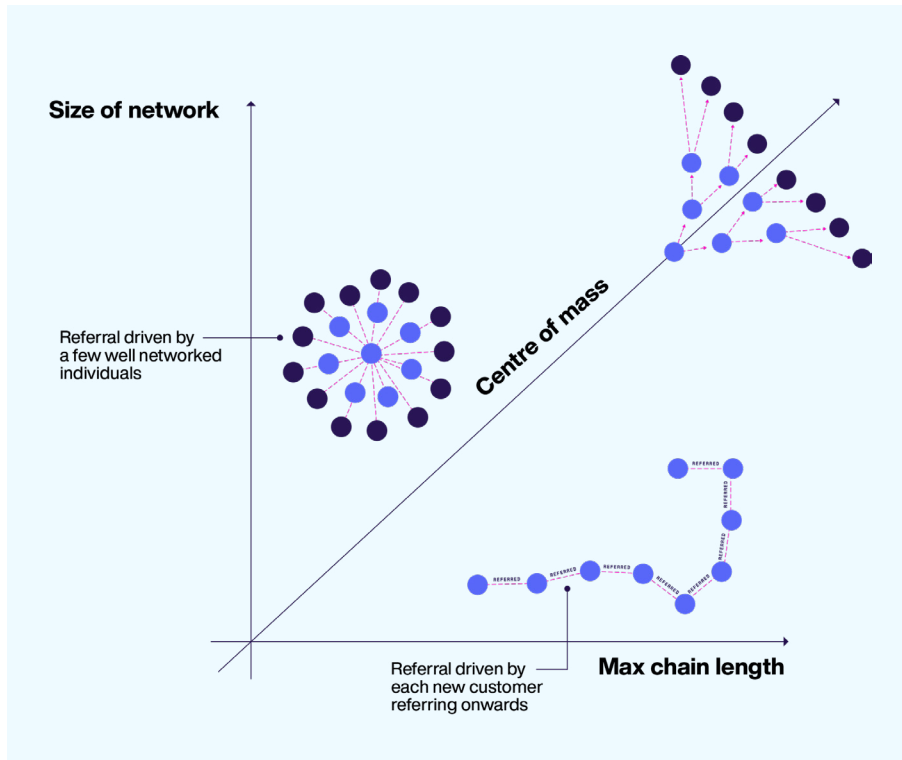
- Both chains have a network size of 4
- Chain A has a chain length of 4, while chain B has 2
- The centre of mass (essentially, how far away has the chain spread from the original referrer) is 2.5 for chain A, and 1.8 for chain B

Plot all this into a chart, and you start to see something interesting.

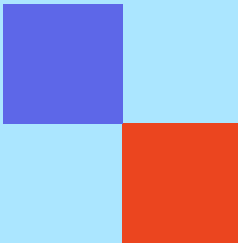
When a referral network explodes, it tends to be driven by a few, well-connected individuals. Effectively, you're identifying micro-influencers.

That's great, but it's very different to a long chain, where each new customer loves your brand enough to introduce another. That's customer love in action and proof that you're working well as a business – we recommend aspiring to these longer chains, rather than an explosive network.

But it's the combination of these two chains that is the holy grail of referral networks. This is where each new person refers multiple people, creating a long chain that spreads far and wide and making you a viral business in the process. Achieve that, and your customer base will exponentially grow.

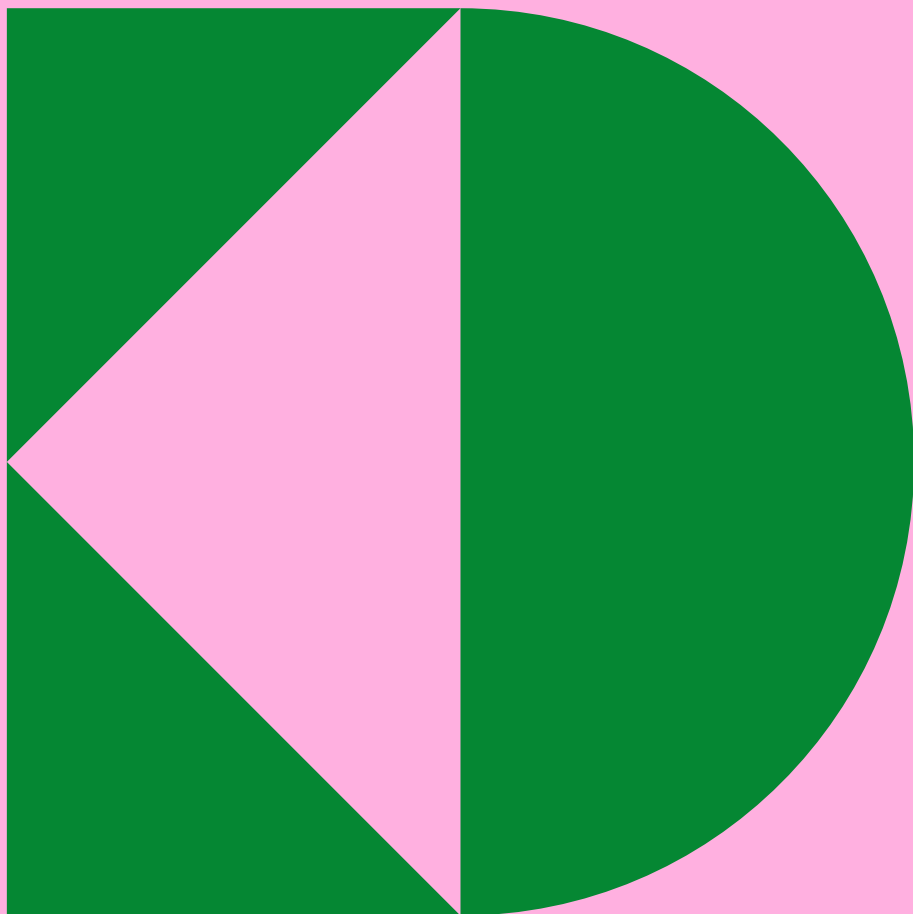


When a referral network explodes, it tends to be driven by a few, well-connected individuals. Effectively, you're identifying micro-influencers.



D IS FOR

Do more with less



Rather than spell disaster for business, Forrester research shows that 6 to 9% of companies come out of recessions stronger.

How? Through selectively investing in high-growth opportunities.

Today's tough economy, combined with spiralling marketing costs and disappearing third-party data, can make it feel tempting to focus on just getting through the next quarter. But, as we saw during the 2008 recession and Covid pandemic, those businesses which hold their nerve and stay focussed on the bigger picture will be the ones to thrive post-recession.

6–9%

of companies come out of
recessions stronger

Source: Forrester

That said, thinking long-term can't mean sacrificing performance in the short-term.

To report results that really get the board nodding, you need an approach that maximises ROI now, while laying the foundations for long-term business growth in the future.

Enter customer advocacy. By leveraging your customer advocates, you can open a high-performing acquisition channel that gathers first-party data capable of optimising ROI across your marketing mix. A channel that grows your business, both now and in the future. A channel that requires just a fraction of budget and minimal hands-on management, so your teams can stay focussed on serving experiences that customers love.

In times like these, turning your back on tried and tested methods can feel risky. But the reverse is true. Failing to adapt is the equivalent of stepping aside and waving your competitors ahead.

You may as well give them the key to your best customers while you're at it. That's why brands like PUMA, ASOS and Nutmeg are shaking up the marketing status quo and investing in turning customer advocates into their biggest growth driver. [Check out our case studies to learn how.](#)

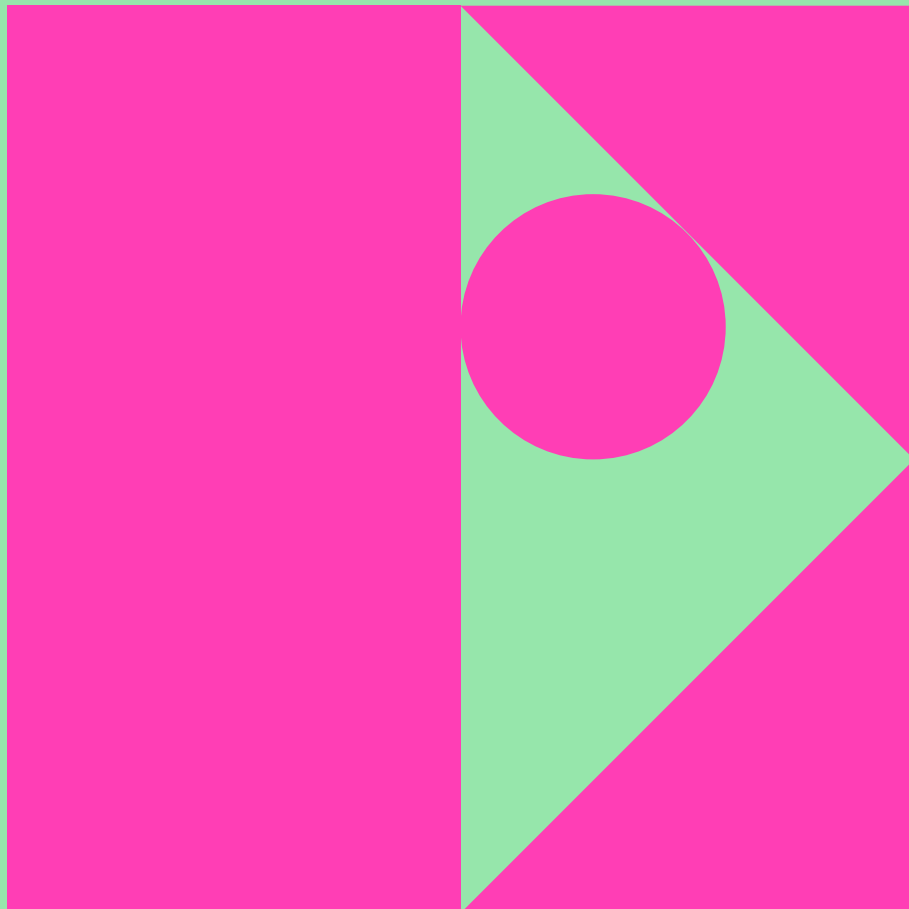
In these tough conditions, referral is an increasingly important channel for us. As well as bringing CPA costs down, it's delivering easy wins that drive efficiency and equip us to better manage other channels. Ultimately, leveraging customer advocacy is helping to increase top line revenue and maximise ROI across our marketing mix."

Harry Symes-Thompson
Marketing Director

Wild

E IS FOR

Earned Growth



Coined by NPS creator and Mention Me advisor Fred Reichheld, alongside Darci Darnell and Maureen Burns, the concept of ‘Earned Growth’ proposes a system that better understands the true value of happy customers.

It essentially refers to acquiring high-value new customers without spending a penny on marketing. Rather than pay for new customers, businesses should earn them through means such as referrals and positive reviews. Serve experiences that are so good customers naturally want to tell their friends about them and keep coming back themselves.

It's an outlook rooted in the same philosophy as Mention Me's: that delighting customers and earning their advocacy is what drives the success of a business.

A fundamental element of the successful global adoption of Earned Growth will rely on the ease with which businesses believe they can accurately adopt it. Our platform is set to provide a unified, standardised classification system for assessing customers as bought or earned – an auditable metric that major corporations and the stock market can trust. Once live, it can be universally applied to ensure every business uses the same methodology to report comparable numbers.

And once you can measure your Earned Growth rate, you can better manage it. We equip our clients to see the exact proportion of customers referring, as well as any gaps in the customer journey where engagement drops off. This insight into the percentage of satisfied customers

proactively introducing others compels businesses to prioritise delivering experiences that nurture advocacy, and consequently generate significant long-term revenue.

By establishing a unified metric on the value of happy customers, we can create a world where every business truly puts customer satisfaction at the heart of everything they do.



Meet NPS 3.0

Learn more about Earned Growth in this [Harvard Business Review article](#).



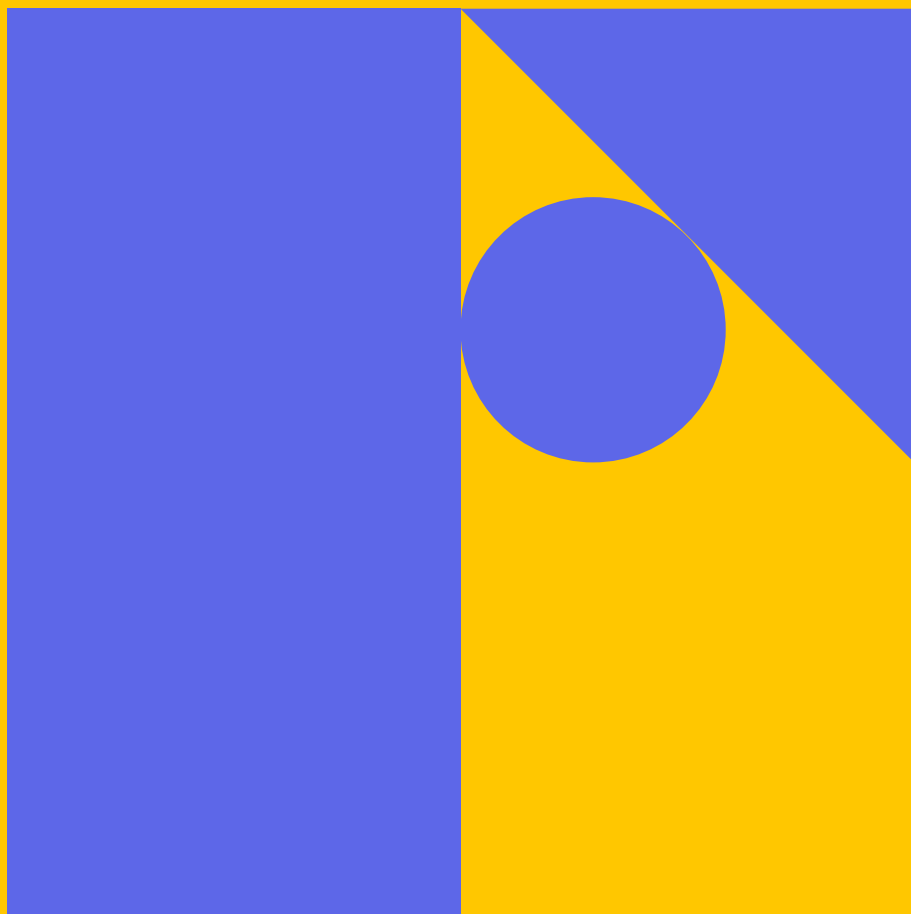
Firms today undervalue referrals. They treat them as the icing on the cake, rather than an essential (perhaps the most essential) ingredient for sustainable growth.”

Fred Reichheld

Creator of the NPS, Bain Fellow and best-selling author

F IS FOR

First-party data



If there's one thing on every marketer's wishlist, it's first-party data.

As the demise of third-party cookies looms closer, every marketing team is scrambling for ways to identify their best customers and acquire more like them.

That's where a sophisticated customer advocacy platform comes in.

Unlike third-party data, which risks being inaccurate and outdated, first-party advocacy data is precise and constantly up-to-date. Painting you a vivid picture of exactly what your customers look like, so you can treat them how they deserve.

Take this one step further by using advocacy data to target and segment customers based on their Propensity to Refer®, and you can make sure you're serving content that's most likely to resonate — and drive action.

And the power of advocacy data doesn't stop at maximising your referral campaigns. It also gives you the key to unlocking the true potential of your other marketing channels, such as by targeting referrer lookalike audiences on paid social or creating unique email flows for referrers.

Through these ultra-tailored, personalised interactions, you're increasing your chances of acquiring new customers *and* nurturing advocacy from your existing ones.



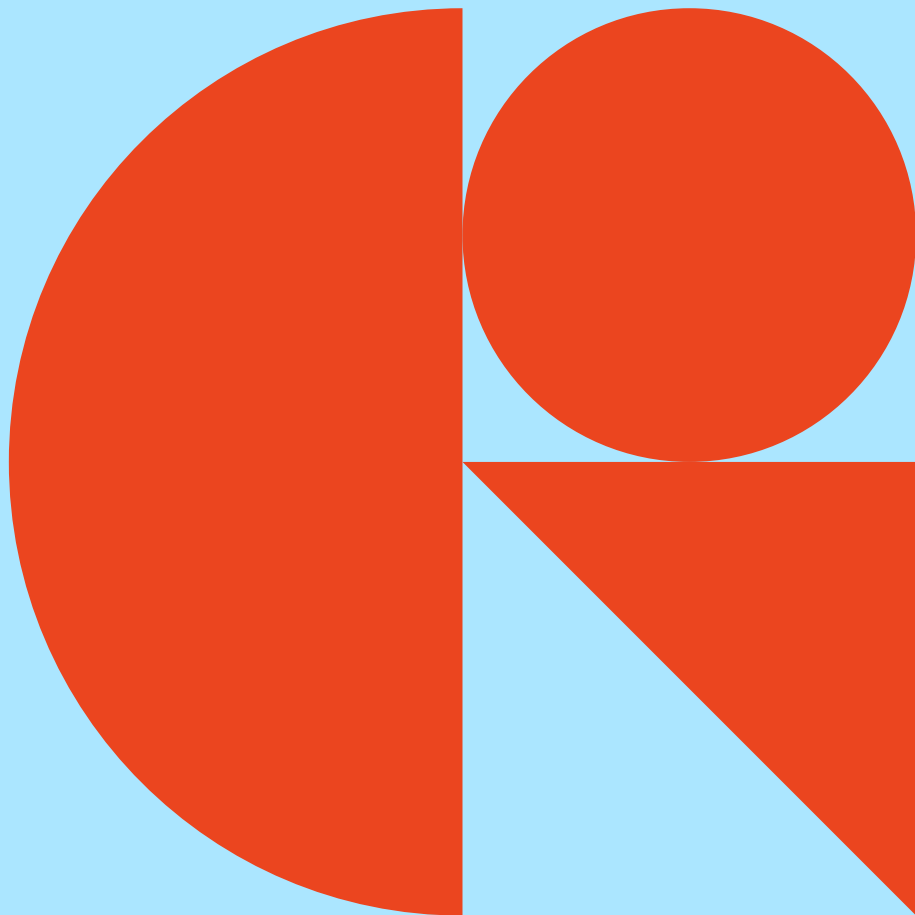
We're already increasing revenue through brand advocates who spend more and introduce their friends. Now, we're looking into how we can use advocacy data to streamline our marketing channels, maximise efficiencies and drive up ROI."

Arthur Brunetti
Digital Marketing Executive

GOZNEY°

G IS FOR

Grow your business



If you're familiar with referral marketing, you might think of it as a plug-in widget that drives short-term acquisition... and not much else.

But that couldn't be further from the truth.

When you track and encourage referrals through a smart customer advocacy platform, you open up a channel that doesn't just grow your business, but grows *with* your business.

Combine that with a strategic advocacy-first approach, and you can turn your best customers into a truly sustainable and scalable growth channel.

While you might only be able to reach a finite number of target consumers through a paid ad, the network of consumers you can reach through referrals is limitless.

As the chain of referrals branches out further and further (see section C), you'll acquire more high quality customers and increase the lifetime value (see ECR) of your existing customers.

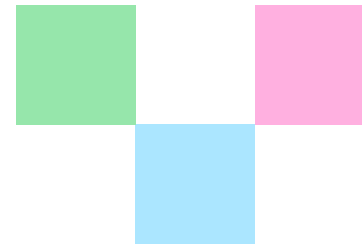
Meaning you'll hit every one of those KPIs (see section K) and deliver results that get the boardroom nodding in approval.



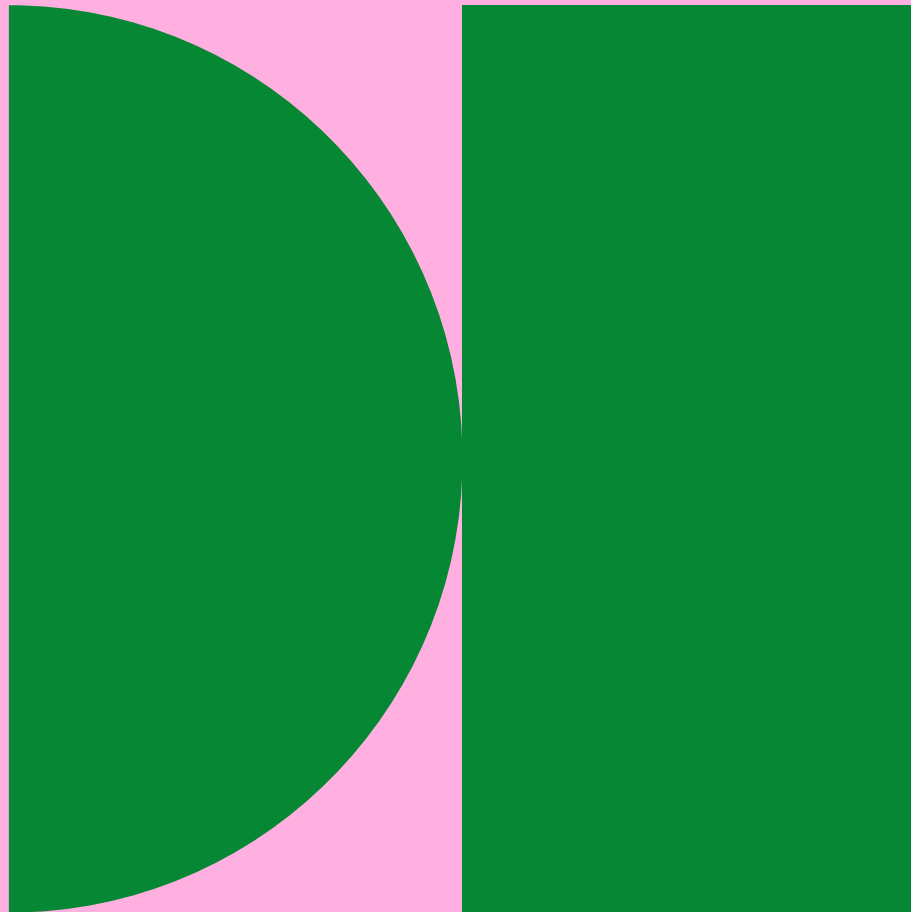
Since switching from in-house referral to Mention Me, we're now acquiring 4x more customers through this channel. As well as constantly testing elements of our programme to optimise performance, we now serve customers a smoother and more sophisticated journey that offers more ways to share Oddbox with friends. Already, more than half of our referrals convert into new customers. It's safe to say we've switched our in-house referral programme off for good."

Hannah Graham
Acquisition Manager

ODDBOX

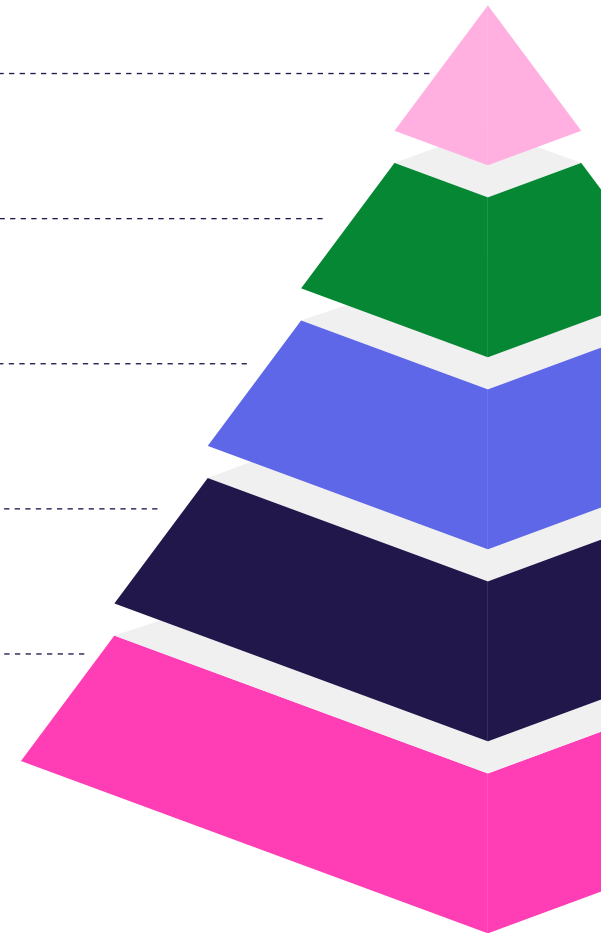


Hierarchy of advocacy needs



Similar to Maslow's Hierarchy of Needs, customers refer your brand based on a hierarchy of advocacy needs, with each step building trust and further nurturing loyal customers.

- ① **Advocacy** -----
VIP status i.e. fast-tracked in customer support queues, given exclusive memberships
- ② **Recognition** -----
Acknowledgement for being a valued customer via thank you messages and personalised gifts
- ③ **Empowerment** -----
Earn loyalty points and incentives by providing customer feedback and positive reviews
- ④ **Experiences** -----
Exclusive opportunities to experience your brand at live events and access to premium offers
- ⑤ **Awards** -----
Incentives to repeat purchase through discounted offers and vouchers



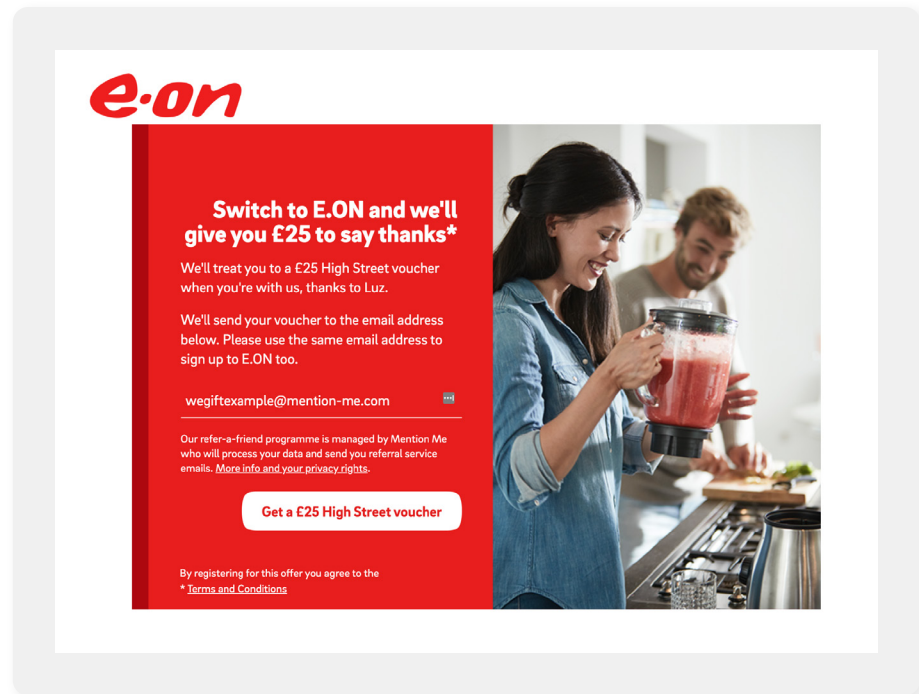
Let's break this hierarchy down.

Rewards

This could be a discount, competition entry, free gift, or anything else that gets your customers excited. It's important to note here though that while incentives encourage customers to refer your brand, they're not the most important driver. In reality, the biggest factor at play is social capital. By helping friends discover a brand they love, your customers both look and feel good. That's far more powerful than any discount or free gift.



Want to learn more about what motivates customers to refer? Check out our [Psychology of Referral guide](#).



E.ON nurture advocacy by offering unmissable incentives to brand advocates and their friends

Recognition

Recognise your customers as the individuals they are through means such as personalised thank you messages and gifts for referrals. At Mention Me we partner with [Inkpact](#), [Giftcloud](#) and [WeGift](#) to add a personal touch to the advocacy journey.

Empowerment

Integrate referral campaigns into your loyalty programme to add another touchpoint into the customer experience and reward points for successful referrals. You can also use positive reviews and feedback to identify your top customers and drive more referrals. [Learn more about Mention Me's integrations with Trustpilot and Feefo here.](#)

Experiences

Give your customers a great experience, whether that's online or in-store, and they'll naturally tell others about it. A sophisticated advocacy programme lets you track and optimise these everyday conversations and turn more referrals into new customers.

Better yet, by rewarding these referrals, you'll further enhance the customer experience, earning more loyalty and strengthening your brand community in the process.

Advocacy

These are your highly engaged VIP customers and true brand advocates. This group is highly influential over their network of friends and actively engages with your wider community of brand advocates.

At this stage, advocacy insights equip you to reward your biggest fans with experiences that differentiate your brand from the competition. For example, rolling out the red carpet for top referring customers and fast-tracking them in customer support queues.

I IS FOR

Influencers

Despite reaching \$16.4 billion in value in 2022, the influencer industry remains shrouded in cynicism.

Done right, an influencer campaign can be highly effective, reaching a vast number of your target consumers and driving them to buy from your brand.

But all too often, influencer marketing falls flat. Influencers are derided for being inauthentic, caught out on not actually using the products they claim to be life-changing, or simply ignored. The investment you put in is returned only in vanity metrics like reach and likes, rather than online sales.

If you're investing a sizable chunk of marketing spend into influencer marketing, this next sentence might be hard to read. Our [Customer Advocacy Gap report](#) found 29% of consumers cite influencers as the source of advertising they trust least – out-beaten only by social media. Meanwhile, referrals came out top as the most trusted type of advertising out there.

But what if the true influencers aren't those with thousands or millions of followers, declaring #ad and #sponcon on every other post? What if they're right under your nose?

29%

of consumers cite influencers as the source of advertising they trust least

Source: The Customer Advocacy Gap

We're not talking about micro-influencers. We're talking about your customers – the people whose influence holds real sway over their friends and family.

When an Instagram influencer raves about their latest #gifted product, it's all too easy to scroll past. After all, you're just one of their many followers – a stranger they've never even met.

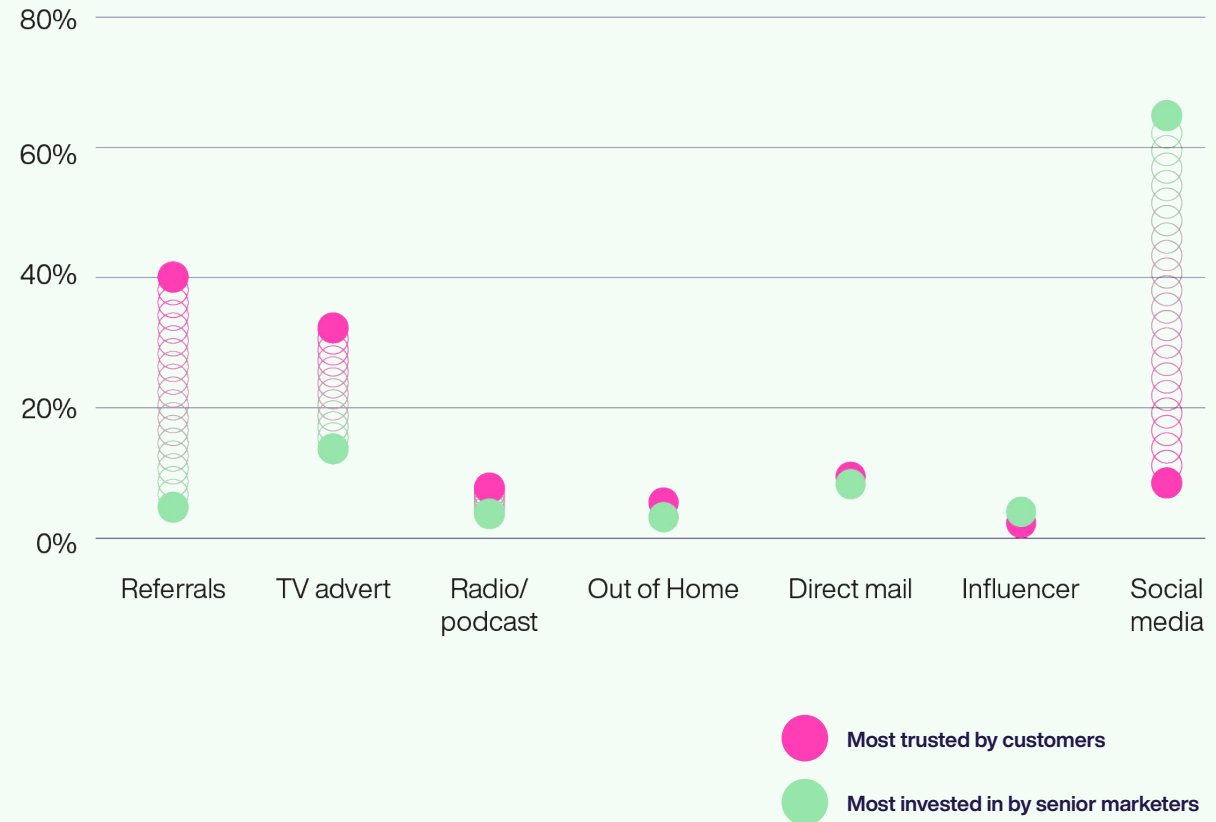
On the flip side, when your best friend tells you about a brand they know you'll love, you listen. Your friend knows you and what you're into. And if they recommend something they don't truly believe in, they risk not simply losing a faceless follower, but a true friend. That's powerful.

So before you plan your next influencer strategy, take a moment to reflect on your loyal customers; those brand fans who are already shouting your name from the rooftops for free.

With an intelligent customer advocacy platform, you can track and optimise these conversations to build an unstoppable community of brand fans whose influence far exceeds any paid-for post on TikTok or Instagram. And that's without even touching on how you can use unique first-party advocacy data to target and acquire high-lifetime value customers on your paid social platforms.

Customer Trust versus Marketing Spend

Source: [The Customer Advocacy Gap](#)

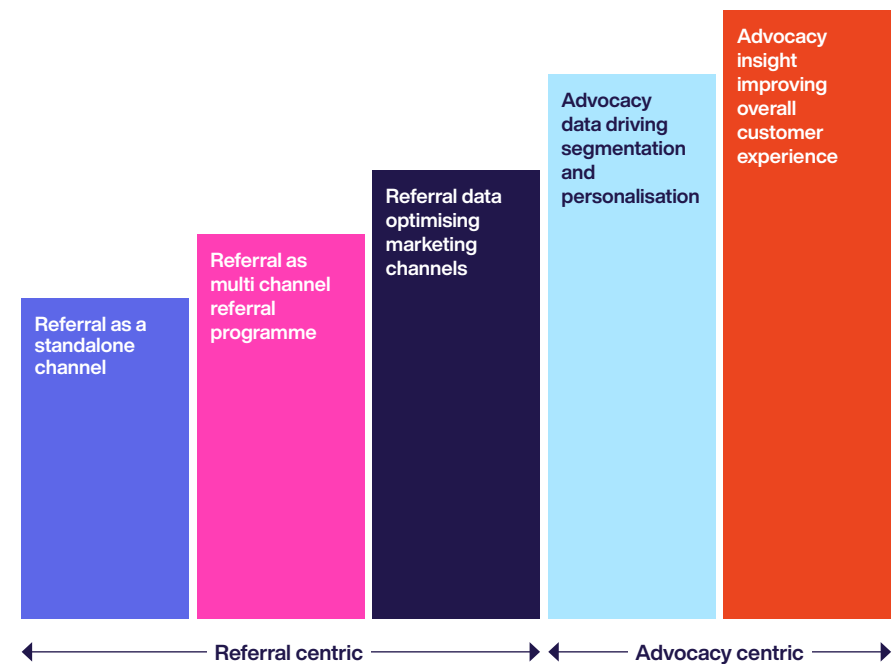


K IS FOR

KPIs

When setting the KPIs for your advocacy programme, consider your wider business goals. That might be acquiring new customers, retaining existing ones, enhancing the customer experience, or a combination of all three.

Your stage in the advocacy journey will also influence the KPIs that determine the success of your referral marketing campaigns (see the **advocacy maturity curve**).



If, for example, you're starting out on the advocacy journey, you'll likely launch your first referral marketing campaign with the goal of acquiring new customers and growing referral marketing as a standalone channel.

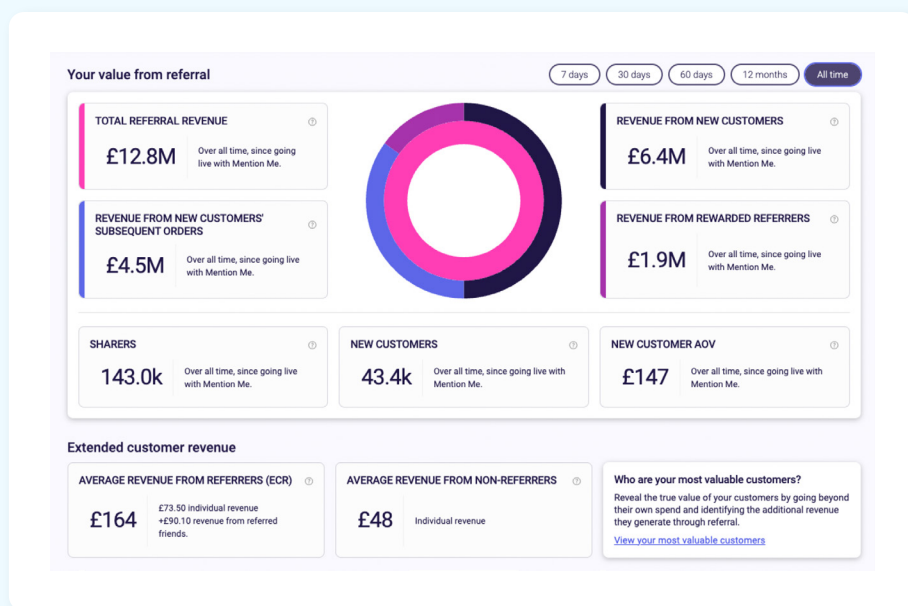
The metrics and KPIs you'll track and measure will feed into your broader marketing funnel. Our campaign performance tools will help you understand the conversion rate of your campaigns.

By measuring the volume of customers who interact with the referral journey

and seeing how they move through (or fall out) the referral funnel, you'll be able to identify where to focus on improving performance.

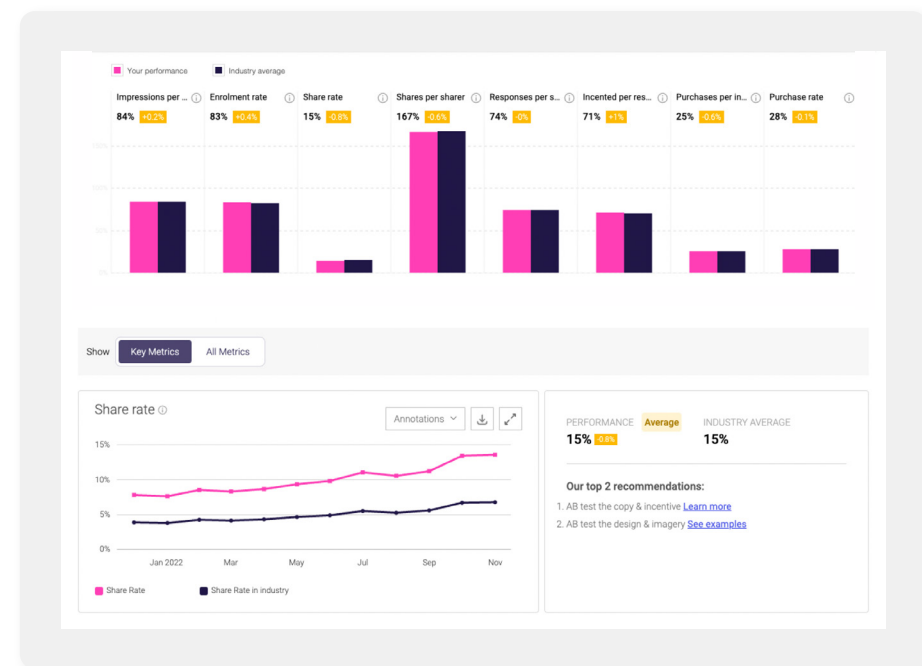
Faced with limited resources and budget, knowing how your channels are performing is crucial to maximising efficient, sustainable growth.

So you'll be pleased to know that a smart customer advocacy programme provides tracking and reporting that empowers smarter, faster decision-making for your campaigns.



The Executive Dashboard in the Mention Me platform

Why benchmarking is key to measuring advocacy success



Benchmarking Intelligence compares your performance to your industry's average, providing a unique view into what factors are driving success for similar brands like yours.

So you can see what 'good' really looks like, and make strategic decisions accordingly.

Want to see how your industry stacks up against the competition? Check out the top five recommended sectors of 2022.

L IS FOR

Loyalty

Think your loyalty scheme is already doing enough to identify and reward your best brand advocates?

Think again.

While a loyalty programme leverages customer advocacy to an extent, it's no replacement for a strategic advocacy programme.

In fact, loyalty and advocacy programmes can be a powerful duo when they work alongside each other.

Because when a loyalty scheme is running in isolation, your customers are only showing their brand loyalty in a vacuum. When what you really want them to do is shout loud and proud about how much they love your brand — and for their friends and family to take note.

So if you're not encouraging your loyal customers to share your brand with their friends, you're missing out on a whole new source of customer acquisition.

Instead, a precision-engineered advocacy programme lets you segment and target loyal customers — such as those racking up the most loyalty points — to prompt them to refer their friends and spread the brand love.



Take your loyalty strategy to the next level.

Get in touch to find out more about how our partnerships with the likes of Emarsys and Vervant could supercharge your loyalty and advocacy programmes.

M IS FOR

Machine-learning

If you're struggling to deliver personalised experiences to customers at scale, you're not alone.

According to [Gartner](#), 63% of marketers are facing the same challenge, with scaling the use of machine-learning (ML) to align with acquisition and retention goals identified as a key barrier.

63%

of marketers struggle to deliver personalised experiences to customers at scale

Source: Gartner

you can drive the next best action for customers not yet ready to refer. This could mean inviting them to sign up to your newsletter, or buy again with a discount on next order.

Brands like Schuh, Ted Baker and FatFace are already applying machine-learning to their customer advocacy strategy and reaping the rewards. We're talking reduced acquisition costs, faster revenue growth and greater ROI.

In a nutshell, ML lets marketers like you significantly improve decision-making by analysing huge data sets and generating granular insights about industries, markets, and customer profiles.

While 84% of marketers believe using ML would enhance their ability to deliver real-time, personalised experiences to customers, just 17% are currently using ML broadly across the marketing function. That presents a big opportunity to get ahead of the competition.

To help marketers harness the benefits of ML, we've built the world's first predictive advocacy model.

By combining ML and a rich store of first-party advocacy insights, our Smart Experiment tool equips you to identify customer segments and target them with the most relevant content based on their likelihood to refer.

As well as driving more referrals from existing brand fans, this also means



Propensity to Refer® machine-learning automatically adjusts our targeting strategy, showing our customers content they're more likely to engage with and creating a better overall experience."

Linda Cusack
Digital CRM Manager

5x

higher share rate among high propensity to refer customers

8%

higher purchase rate among low propensity customers when offered a discount on next order



WHY IS FOR NPS

“On a scale of 0 to 10, how likely are you to recommend us to a friend or colleague?”

It's the question that two thirds of the Fortune 1000 use to determine how well they're doing in delivering experiences that their customers can't wait to share with others.

These ratings aren't just hypothetical. In his book *The Ultimate Question 2.0*, NPS creator Fred Reichheld points out that companies with high NPS scores drive 5x higher returns than average.

And if you really want to see how your customers' intentions are reflected in their actions, tracking referrals through a customer advocacy platform will bring NPS to life.

2/3

of the Fortune 1000 use NPS to track customer engagement and satisfaction

With the help of a customer advocacy programme, you can channel the advocacy of your top NPS promoters into tangible acquisition and revenue — by asking them to refer their friends — bringing in new customers and reinforcing the brand advocacy of your promoters.

Because after all, how valuable can your promoters really be if you don't know who they are (and how to keep them coming back)?



Hear advocacy insights from Fred Reichheld, NPS creator and Mention Me advisor, [in this video series.](#)

0 IS FOR

Optimisation

As your customers' behaviour continues to change, so too should your marketing strategy.

A “set it and forget it” strategy doesn’t work when your customers are constantly changing their purchasing behaviour, interests and buying habits.

But knowing what customers want isn’t always easy. That’s where experimentation comes in.

Constantly testing and iterating your referral campaigns is crucial to acquiring high-quality customers who keep coming back (and bringing their friends). Every touchpoint of the advocacy journey is an opportunity to maximise conversions.



The team regularly gives us ideas and recommendations of what’s worked for other brands. That’s really helped optimise performance.”

Isabelle Schmid
Head of Brand & Communications

36%

of recommendations convert into new customers

18%

of customers share Ava Women with friends

AVA CO

42

Through A/B testing by cohort, you can put every element of your referral customer journey to the test – from incentives and design, to copy and imagery – to see what resonates with customer segments and optimise performance.

Our Smart Experiment, powered by Propensity to Refer® machine-learning, lets you adjust your targeting strategy based on what you know about high and low-propensity customers. That could mean, for example, driving the next best action in customers not yet ready to refer, be that signing up to your newsletter or buying again with a discount on their next order.

Once you’ve built the foundations of your referral programme as a standalone channel, it’s time to turn optimisation up a notch. By integrating first-party referral data across the marketing mix, you’ll get one step closer to turning customer advocacy into an optimised, multi-channel acquisition strategy.

By using Smart Audiences to target high-converting referrer lookalike audiences on paid social such as Facebook or Google Ads, you can acquire new customers based on your top referring advocates. Meaning you can reach future brand fans faster, lower CPA, and increase ROAS across your paid marketing strategy.



Ready to level up your advocacy insights?

[Check out our Optimise package.](#)

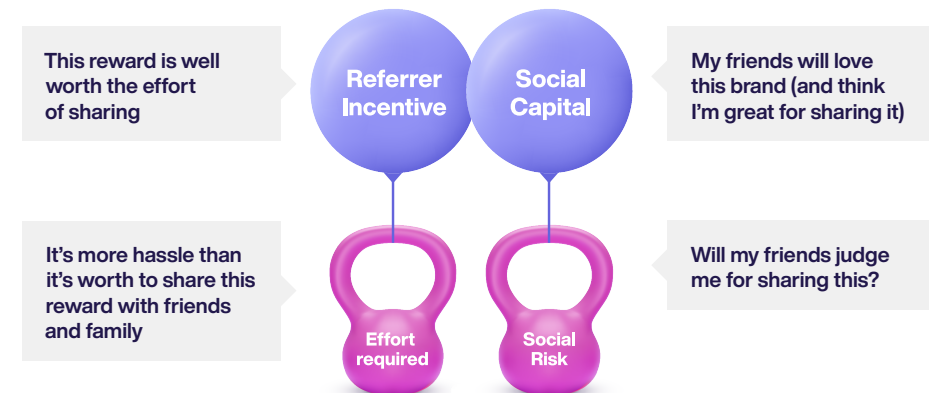
P IS FOR

Psychology

Now that you've read all about the powerful benefits of leveraging customer advocacy, you might be wondering which cogs need to turn before a shopper becomes an advocate.

It's time to put your customers under the microscope and understand the psychology behind advocacy.

When deciding whether or not to recommend a brand, there's a set of psychological 'weights and balloons' that come into play:



Your job is to lighten the load of the negative weights.

Do this by making it simple as pie for customers to refer friends (and be rewarded for doing so), and by delivering products and experiences your customers can't help but shout about.

Once you've got that nailed, your balloons will take off — and your advocacy programme will fly.



Master the psychology of referral for your customers 🧠
[Check out our guide.](#)

Q IS FOR

Quick wins



As this guide shows, customer advocacy is much more than a short-term acquisition tool. But that's not to say it can't give you some quick wins.

For example, acquiring high-quality new customers who keep coming back, or improving the performance of your paid social ads. With [Smart Audiences](#), you can create referrer lookalike audiences that are much more likely to convert than standard seed audiences.

You could even gauge interest in a new product by A/B testing referral offers with brand advocates.

That's what pizza oven maker Gozney did. It wasn't long before they discovered that [showing an image of their new oven in the referral customer journey converted 3x more referrals than an older model](#).

Whatever KPIs (see section K) or goals your business needs to reach, there's a way to do it through the power of customer advocacy — without pumping extra budget into your other channels.

9x

Discover how Gozney are driving 9x ROI through customer advocacy in our [case study](#)

Retention

In a recession, making the most of what you already have is critical to survival.

And with 80% of future profits set to come from just 20% of your existing customer base, the importance of customer retention is at an all-time high.

Your existing customers are your most valuable asset. They're significantly more likely than the average consumer to spend more, buy more, and recommend your brand to others.

But during a cost-of-living crisis like this, are your customers staying loyal? Or are they pulling back spend while eyeing up cheaper alternatives?

Of course, there's a lot more to customer retention than simply driving the next purchase. In these uncertain times, consumers want brands they can trust and rely on.

95%

Increasing customer retention by 5% can increase company revenue by up to 95%

So you might be pleased to know that a good customer advocacy platform doesn't just acquire new customers through the most trusted form of advertising out there (referrals). It provides first-party advocacy insights that can integrate across your martech stack, equipping you to provide outstanding omnichannel experiences that keep your customers coming back for more.

5 reasons to prioritise customer retention now

- **Upselling opportunities** - existing customers are 50% more likely than new customers to try new products
- **New customer acquisition** - customers are 5x more likely to refer brands that provide a good (versus bad) experience
- **Repeat purchases** - highly-engaged customers buy 90% more often and spend 60% more per transaction
- **Increased revenue** - On average, businesses lose 20% of their customers every year. U.S. companies lose \$136.8 billion per year due to avoidable consumer switching
- **Profitable growth** - it's 5x cheaper to satisfy and retain current customers than acquire new ones



Smart Experiment lets us engage with every customer. Referral brings new customers in, then targeted offers turn shoppers into repeat customers. It's the best of both worlds."

Natalia Kirby
Digital Marketing Manager

EST. 1851
MOSS BROS.
BESPOKE | READY-TO-WEAR | HIRE

S IS FOR

Segmentation

You don't need us to tell you that communicating the right message, to the right person, at the right time is the holy grail of marketing.

Sounds simple enough, but in reality it's a complex act. One that involves numerous triggers, data silos and touchpoints throughout the customer journey.

When it comes to segmenting customers based on their stage of advocacy, you can slice and dice the data in a number of ways.



Locale	is equal (ignoring case) to	en_US	
Order Total	is numerically greater than (or not provided)	50	
Add rule			

Locale	is equal (ignoring case) to	en_US	
Segment	is equal (ignoring case) to	VIP	
Add rule			

Example campaign triggering rules. Only customers in the US who have spent \$50+ or part of the VIP segment will see this campaign.

For the first stage of your referral campaign, consider elements such as:

- Locale or language (based on country or local language)
- Specific audience segments (i.e. VIP customers)
- Triggering rules that enable you to control which campaigns are shown to which customer

As you continue your advocacy journey, you can use sophisticated segmentation to build audience cohorts based on behaviour, such as their propensity to refer and Extended Customer Revenue.

Effective segmentation is both an art and a science. To master it, keep experimenting with every element of your programme to better understand what nurtures advocacy in each segment and motivates them to refer.

The Mention Me platform supports this by empowering you to build flexible segmentation and targeting rules for campaigns – creating highly targeted, personalised experiences for your customers.

4x

High propensity to refer customers are 4x more likely to refer friends to LoveCrafts

14%

Low propensity customers are 14% more likely to buy again with a discount on next order

-lovecrafts-

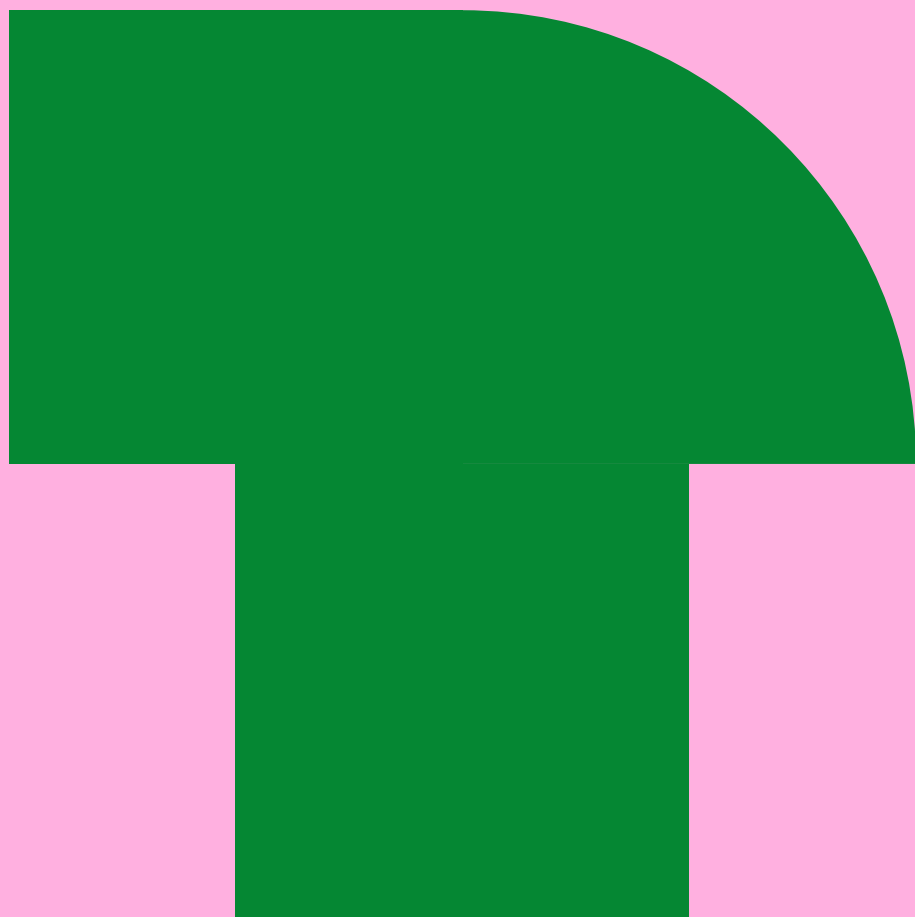


Smart Experiment and Propensity to Refer[®] machine-learning technology help us segment and target customers based on their likelihood to refer. As well as gaining deeper advocacy insights, it means we can identify our current and future best customers and how to engage with them.

Paul Gallagher
Head of Growth Marketing, LoveCrafts

T IS FOR

Tech stack



Did you know that consumers who shop across channels have a 30% higher lifetime value?

Serving personalised, seamless omnichannel experiences is crucial to nurturing advocacy and driving repeat purchases. But doing that requires accessible, actionable data. And with the average brand managing data through 39 different systems, that's easier said than done.

72%

of consumers prefer to connect with brands through multichannel marketing

Source: ZoomInfo

That's why it's vital to work with tech platforms and tools that integrate. By streamlining everything together, you'll get a single customer view that equips you to plan, manage and measure highly personalised campaigns.

Mention Me, for example, integrates with marketing automation platforms like as Klaviyo, Attentive, Emarsys and Ometria.

The benefits to this are twofold. Firstly, you can segment, automate and personalise communication with customers across channels to drive up retention rates. Secondly, you can feed first-party advocacy insights into these platforms in real-time to deliver targeted content that lands, improving the overall customer journey.



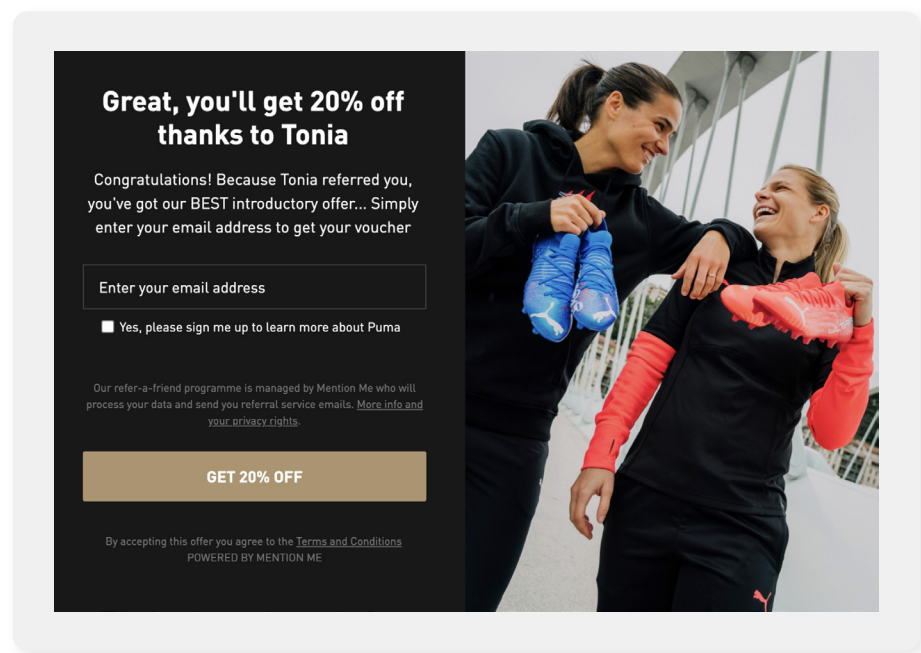
We know brand advocates are highly valuable, so we speak to them differently. Mention Me adds a level of data and insights that we wouldn't otherwise have, and plays a critical role in driving our contact strategy."

David Witts
Senior CRM E-Commerce Manager

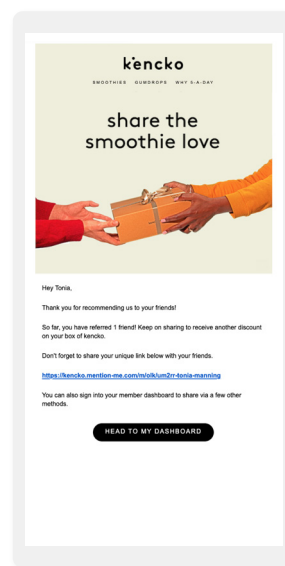


Check out our [partnerships directory](#) to learn more about integrating Mention Me into your martech stack 🍷

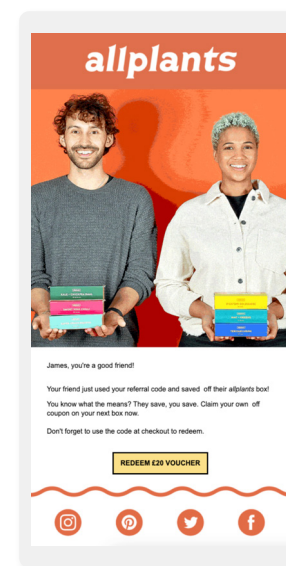
Integrations in action



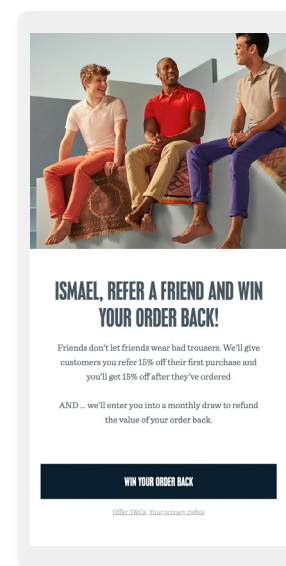
PUMA grows their [database](#) by capturing email addresses in their referral overlay



Kencko inspires **66%** of customers to refer friends through targeted emails



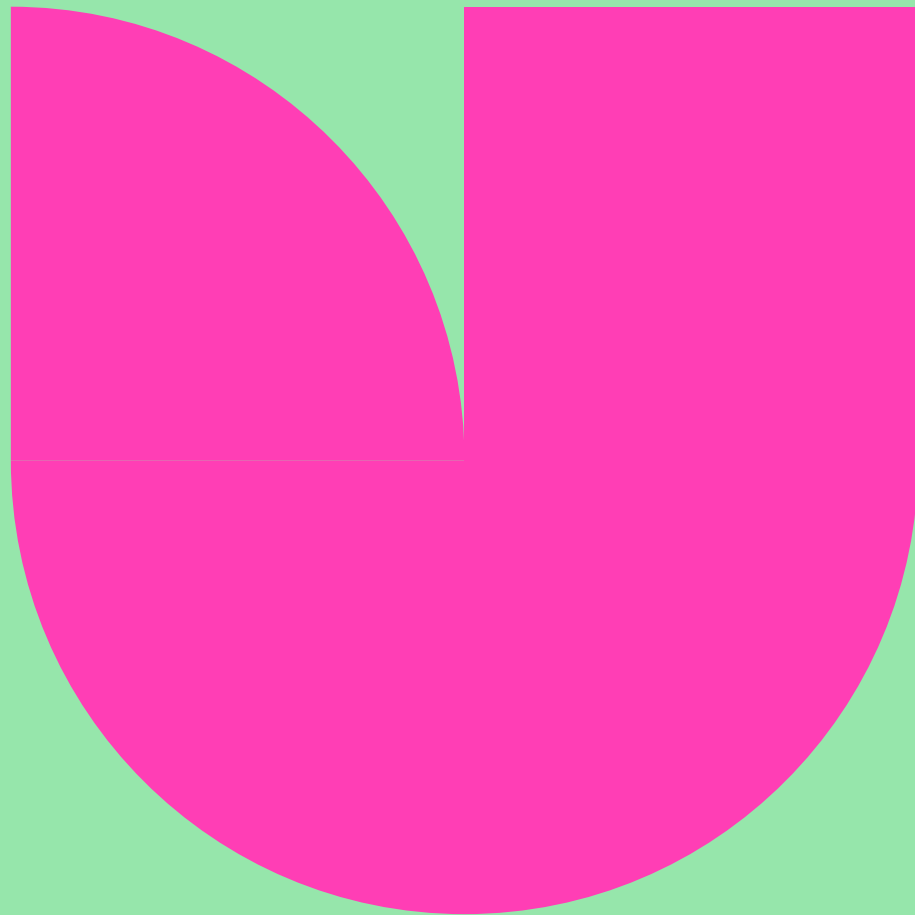
allplants increased repeat purchases by **20%** with referral reminders



SPOKE increased conversion rates by **65%** on paid social by targeting lookalike audiences based on advocacy data

U IS FOR

Understanding your customers



To keep your customers happy enough to return and bring friends, you need a deep understanding of their needs and behaviours.

And that's exactly what you'll get when you gather customer insights from an advocacy platform.

Instead of looking at your customer base from the 2D view of AOV and repeat purchase rate, you'll get a multidimensional view. A view that includes how many friends they refer to your brand, how much their referred friends spend, and what prompts them to continue sharing.

Through these learnings, you can segment your customers with a fine-tooth comb and customise your messaging, visuals and offers accordingly.

Having a holistic understanding of your customer base can also help you go one step further in delivering an A* experience to your top-tier brand advocates.

That could mean treating these customers to early access to new products, extra competition entries, or fast-tracking them to the front of the queue for customer service — giving them even *more* of a reason to rave about your brand.



It's been interesting validating our assumptions. I was surprised by how much a \$20 discount outperformed 20%, for example. The dollar discount became a clear winner almost right away, converting 21% more referrals into new customers. That was just our first test, and it's a learning we're already applying to other marketing campaigns."

Maggie Harriman
Head of Organic Social
& Community

kēncko

V IS FOR

Value of customers

If you're a marketer, you're likely feeling the pressure to make the most of every customer interaction that comes your way.

Despite rising from 6.4% to 9.5% of company revenue, marketing budgets remain behind pre-pandemic levels of around 11%.

The good news is, there is a solution. By harnessing the power of your customer advocates, you can maximise the returns from your marketing budget across your marketing channels.

Here's how the Mention Me platform can help:

Drive referral growth and next best actions with Smart Experiment

Our AI-powered Smart Experiment tool lets you identify customer segments and target them with the most relevant messages based on their likelihood to refer. This not only means maximising advocacy amongst your biggest brand fans, but also driving next best actions from those customers who may not be ready to refer your brand yet, including signing up to a newsletter or making another purchase.

Since getting set up with Smart Experiment, brands including Moss Bros have been increasing conversion rates by 20% and AOV for referred customers by 14%.

11%

Marketing budgets remain behind pre-pandemic levels of around 11%

Create a seamless multichannel experience that increases engagement with our Marketing Automations

We integrate with leading martech tools including Klaviyo, Emarsys, Ometria and Attentive to enable brands to segment, automate and personalise communication with customers across channels.

This creates a better experience for customers, resulting in higher engagement, better retention and increased revenue.

By feeding rich advocacy data into their CRM platforms, brands like allplants and Wild are increasing email conversions by 45%, database size by 50% and engagement rates by 5x.

Discover who your truly most valuable customers are through Extended Customer Revenue

Extended Customer Revenue (ECR), a capability unique to Mention Me, lets you identify your brand's truly most valuable customers: your brand advocates.

By adding the lens of referral data, you can measure a customer's individual spend *plus* the spend of the friends and family they bring along.

All of this means you can segment your customer base with a 3D view of the value they're bringing to your business.

By knowing who your most valuable customers are and delivering them the best experience, you'll nurture further advocacy that keeps them coming back and bringing their friends.

Charlotte Tilbury's referred customers:

39%

spend 39% more

6x

more likely to introduce friends

Word of mouth

Do you remember the first time you heard of Uber? Or airbnb? What about ASOS?

Chances are, you heard about these businesses at different times, from different people, for different reasons. But they likely all had one thing in common: you first heard of them through a friend, family member or colleague.

When people discover a brand they love, or that's doing something unlike any other, they naturally want to share it with others. Much of the aforementioned businesses' early success came from word of mouth more than a decade ago. Since then, savvy consumers have become more attuned to paid advertising – making word of mouth an even more effective form of advertising.

This is especially true in the current cost-of-living crisis, as brands and consumers alike pinch the pennies and think carefully about how they spend their cash. Against that backdrop, recommendations from friends and family cut through. We trust our friends to have our best interests at heart, so when they tell us about a brand they know we'll love, we listen.

In fact, according to Nielsen, 92% of consumers trust word-of-mouth recommendations more than any other advertising.

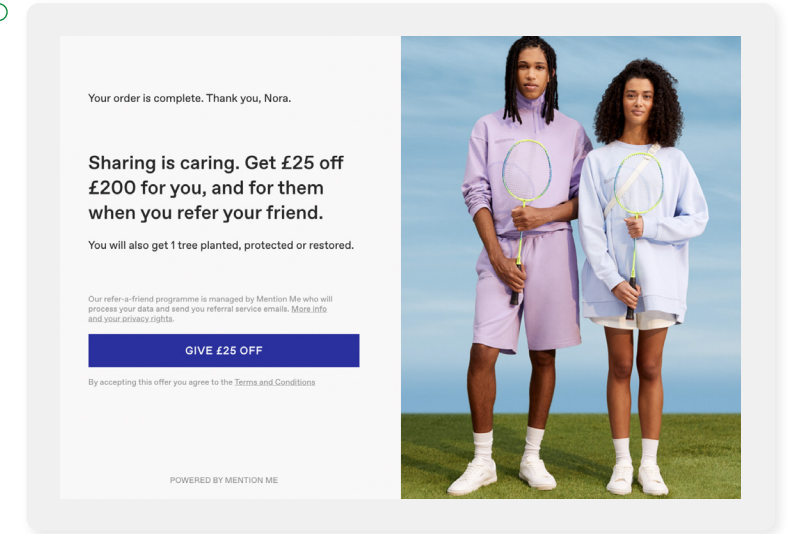
The highly personal and targeted nature of referral is enhanced further by Mention Me's unique Name Share® feature. Rather than dig out an old email to forward on, or remember a lengthy code, Name Share® lets consumers recommend brands simply by telling friends to "enter my name at checkout".

This frictionless experience makes people even more likely to act on their friends' recommendations and buy from brands for the first time – 34% of all referrals across our 500-strong client base come via Name Share®.

Z IS FOR

Gen Z customers

As well as building a valuable customer base, an intelligent advocacy platform empowers you to engage with a notoriously hard-to-reach audience: Gen Z.



Pangaia engage eco-conscious customers by offering tree planting, protecting or restoring as a referral incentive

And with 61% of Gen Z consumers classing themselves as “superfans” and wanting more engagement with brands, this is a demographic well worth pursuing.

While a wealthy Gen Z shopper may snub social media ads or be oblivious to billboards, a recommendation from their friend packs a punch. 53% buy from brands that understand them as an individual – and who understands you better than your closest friends?

This is even more so the case when their friend’s brand recommendation comes

with a reward that speaks to their values. Gen Z buyers are outspoken about their desire to, in their words, ‘level up’.

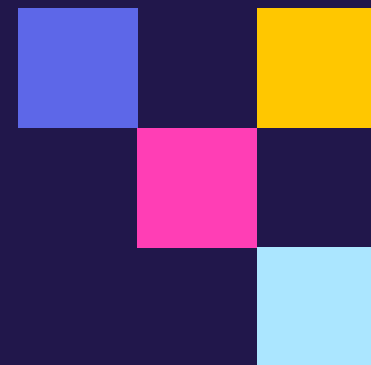
So if their friend is recommending a brand with a product they love, complete with an incentive that reflects their eco-friendly beliefs, it’s a no-brainer. They’re heading straight to your checkout.

Recognising and rewarding these people early on could lead to incredible long-term returns – all while building a deep well of valuable, first-party data.

Ready to turn customer advocacy into your biggest growth driver?

Visit mention-me.com now to learn more.

mention*me*



About Mention Me

Since 2013, our advocacy-first approach and award-winning platform have delivered more than 6m referrals totalling USD \$1.8bn in revenue for 500 brands globally, including ASOS, PUMA, Charlotte Tilbury, ManyPets and Nutmeg.

As well as open a high-performing acquisition channel, Mention Me helps brands gather and activate rich

first-party referral data that drives efficiency across marketing channels and enhances the wider customer experience. This is supported by our fast-growing partner network, which includes SAP, Klaviyo, Attentive, Space48 and WeMakeWebsites.

Backed by Octopus Ventures and Eight Roads, we've raised \$32 million in funding since 2018.