

How Feel Good Contacts boosted retention by 19% and acquisition by 10% YoY

After partnering with Mention Me, the UK-leading, customer-centric eyewear supplier saw huge improvements in acquisition quality, engagement and retention.

mention*me* × **FeelGood
contacts**



Your order is complete. Thank you, Gabriel.

**Give your friend £5 OFF
and get £5 OFF your next
order**

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. [More info and your privacy rights.](#)

GIVE £5 OFF

By accepting this offer you agree to the [Terms and Conditions.](#)

Loved by customers, Feel Good Contacts partnered with Mention Me to reward its loyal fans and acquire high-value shoppers.

Challenge

Feel Good Contacts (FGC) wanted to buck the industry trend of prioritising new customer discounts by rewarding its loyal fans through innovative referral incentives. And with 65,000 reviews, they knew they had a happy and engaged base they could delight even further.

Strategy

FGC leveraged Mention Me's unique data centre to boost customer retention and satisfaction, allowing the company to better understand customer behaviour and implement targeted engagement strategies.

Why it worked

The company replaced their initial third-party voucher strategy with direct customer incentives after A/B testing with Mention Me. This change significantly improved the referral programme's effectiveness.

Eye-opening success

FGC has increased retention by 19% and new customer acquisition by 10% YoY, with plans to integrate Mention Me's capabilities into their first-of-its-kind mobile app, which drives 24% of monthly orders.

Looking ahead, Mention Me will play an important role in the brand's personalisation strategies across its main product categories.



Thinking advocacy-first is driving strong results for Feel Good Contacts

A pink circular graphic containing the text "19%".

19%

Retention
increase YoY

A pink circular graphic containing the text "4x".

4x

Referred
customers
introduce 4x
more people

A pink circular graphic containing the text "10%".

10%

New customer
acquisition
increase YoY



In terms of the results, it's had quite a **substantial impact on our bottom line** but also kept our customers really happy and engaged — and the reviews prove that.

Nimesh Shah
COO, Feel Good Contacts