

How GlassesUSA.com increased **new customer revenue by 43%** through referral marketing

The prescription eyewear retailer is testing their assumptions and nurturing a steady stream of high-value brand fans.

mention**me**

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GlassesUSATM
.com



★ Trustpilot ★★★★★ Excellent 54,968+ reviews

00 DAYS

00 HOURS

59 MIN

44 SEC

Give \$25 - Get \$25

Refer your friends - they'll get an extra \$25 off their first order, and you'll get an extra \$25 off your next order too

Give Extra \$25 off

Our refer-a-friend program is managed by Mention Me who will process your data and send you referral service emails. By accepting this offer you agree to receiving emails and the [Terms and Conditions](#) [More info and your privacy rights](#).

Powered by Mention Me

GlassesUSA.com boosts acquisition by 53% through its referral programme

The leading online retailer for prescription eyewear partnered with Mention Me in 2018 to accelerate customer acquisition and extract more value from existing customers.

GlassesUSA.com's referral programme is now thriving, tapping into organic word-of-mouth through Mention Me's unique Name Share®, which now drives 77% of referrals without the need for codes or links.

Ongoing experimentation has delivered impressive results, including:

- 53% increase in new customer acquisition
- 43% increase in new customer revenue

Meanwhile, referred customers continue to generate 13x more new customers and spend 13% more on average.

What's next? GlassesUSA.com plans to segment customers by their referral propensity to further optimise performance and scale brand advocacy.

Thinking advocacy-first is driving strong results for GlassesUSA.com



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We knew we needed something more sophisticated than a plug-in referral widget to hit our ambitious growth goals, and we were completely right to trust Mention Me. We're now nurturing brand advocacy from new and existing customers, helping us **acquire customers who spend 13% more**. Our programme is growing year on year — this is just the start of our advocacy journey with Mention Me.

Arie Tom
CMO