

Nº1 LOUNGES

Case study: Homepage promotion



"It was quick and easy to integrate promoting referral into our homepage. We started seeing results almost immediately via the user-friendly portal, where we can grab data in real-time on demand. Outsourcing referral takes out the heavy lifting and the Mention Me team is always super helpful with any questions. I'm very happy with how it's all going."

Alister Dell
Digital Marketing &
Performance Manager
No1 Lounges

How No1 Lounges increased referral revenue by 84% with homepage promotion

Background

When award-winning airport lounge provider No1 Lounges launched referral in 2017, it quickly recognised the benefits of customer advocacy. Within six months, it increased new customer acquisition, developed valuable insight into its audiences, and increased revenue.

But, despite often coming close, No1 Lounges wasn't hitting Mention Me's projected targets. From May 2019, it needed record months for the rest of the year to hit its annual goal. This would be a particular challenge once the summer months passed and people travelled less.

After attending a Mention Me workshop and discussing touchpoints with its Client Success Manager (CSM), No1 Lounges decided to implement homepage promotion into its referral programme.



PAUL, YOUR BOOKING IS COMPLETE!

You'll soon be enjoying a stylish departure. Why not invite your friends to do the same?

We'll give them £5 off per guest to use towards their first visit.

And to thank you for the introduction, we'll also give you £5 off your next booking.

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 PER GUEST



Getting started

Once No1 Lounges had secured space and prepared the pop-up, it took just minutes to implement homepage promotion in July 2019.

With the help of its CSM, No1 Lounges set up the promotion based on A/B testing insights and best practice. A corner-peel appears a few seconds after landing on the homepage, encouraging visitors to 'Get £5 off' and 'Refer now'.

Subtle enough to avoid negatively impacting other homepage features, yet effective enough to be noticed.

Expectations versus reality

Based on guidance from Mention Me, No1 Lounges hoped homepage promotion would boost referral performance by 20%.

From the moment it launched, its expectations were far exceeded.

In August 2019, just one month after launch, No1 Lounges acquired 107% more customers than its stretch target. 44% of these new customers came via homepage promotion.

By the end of September, No1 Lounges had met Mention Me's ambitious annual projected target – three months early. Even during off-season, it continues to exceed its monthly stretch target.

Before launching homepage promotion, the post-purchase page was No1 Lounges' most effective touchpoint.

147%

of No1 Lounges' referral target was achieved with homepage promotion



However, this limited sharing to customers only. By promoting referral on the homepage, visitors can share offers with their friends before becoming a customer themselves. This means people travelling together can mutually benefit from a discounted lounge visit during their trip.

Importantly, homepage promotion hasn't detracted from the post-purchase page – it's simply matched it, tapping into a different stage in the customer journey to double overall referral performance.

Next steps

Now it's discovered how effective homepage promotion is, No1 Lounges plans to A/B test elements like copy and incentives. This will generate additional insight into how seemingly minor changes can impact customer behaviour and better equip the team to plan and execute wider marketing programmes

Results

Key highlights from the first three months of No1 Lounges' homepage referral promotion include:

- **New customer acquisition** – 44% of referred customers come via homepage promotion
- **Increased revenue** – in just three months, homepage promotion increased referral revenue by 84%
- **Higher brand awareness** – 19% of No1 Lounges' customers recommend the brand to their friends

44%

of No1 Lounges' referred customers come via homepage promotion



Get in touch

hello@mention-me.com

+ 44 203 813 4460

1-45 Durham St, London, SE11 5JH
United Kingdom