

How The Hoxton captivates local and globally fans to drive acquisition

The Hoxton came to Mention Me needing a flexible platform to help the hotel chain target different customer segments.

mentionme × the hoxton



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Give your pals the same great
feeling you just got with 15%
off their first Hox stay

(bonus: you'll get 15% off your next stay too, at any
Hox worldwide).

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Powered by Mention Me

The popular chain wanted to segment referral campaigns by hotel location and language.

Challenge

As The Hoxton expanded into new markets, it needed innovative ways to draw new customers. They turned to Mention Me for a referral solution, attracted by its versatile platform offering brand customisation and the unique Name Share® feature for easy, link-free checkout referrals.

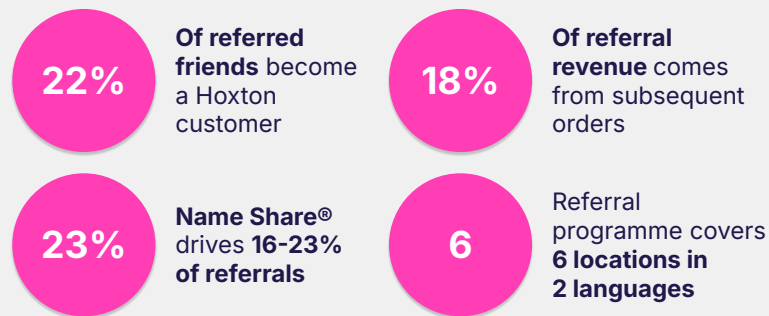
Strategy

Since launching for three locations in 2017, The Hoxton's referral programme has grown to six locations in two languages. Mention Me allowed for easy customisation and performance tracking by segments: location and language, and adaptable share methods for varying markets. Notably, the UK campaign is excelling in customer acquisition via WhatsApp.

Results

The Hoxton's referral programme has been delivering significant yearly growth. 24% of introduced friends become Hoxton customers, with 18% of the revenue coming from their second or subsequent purchases. Meanwhile, the frictionless Name Share® drives between 16-23% of referral orders.

Thinking advocacy-first is driving strong results for The Hoxton:



Mention Me is **super easy to manage** and it's great being able to customise all the elements of our campaigns by **demographic and location**"

Ellen Pickett
Digital Manager, The Hoxton