

A Grand Tour of 57 Customer Advocacy Programmes

Thank you, Anastasia. Your order is complete.

SHARE THE PERKS OF
KORSVIP
AND GET 10% OFF

By clicking the call to action, you acknowledge that you have read and agree to Michael Kors Refer a Friend Program Terms, Terms & Conditions and Privacy Policy

REFER A FRIEND

POWERED BY MENTION ME



Want to keep the party going, Debra?

Win A Little Treats Set

Momofuku's in the house! Refer your friends to East Fork before June 30 to get the chance to win a free Little Treats Set For 2 — which includes a set of East Fork Stony Bowls and Momofuku Chopsticks.

GET LUCKY

By accepting this offer you agree to the Terms and Conditions. Open to US residents only. Offer ends 6/30/2020. Limited to one entry per person. Void where prohibited. ©2020. If this purchase after that date you'll receive nothing and that'll mean \$0.00.

POWERED BY MENTION ME



GIVE \$15, GET \$15

TREAT YOUR FRIENDS TO A MAGICAL \$15 OFF THEIR FIRST ORDER OVER \$75. SINCE THEY SHOP, YOU'LL RECEIVE A MAGICAL \$15 OFF TOO, DARLINGS!™

Darlings, get ready for the Summer of Loveagain! Discover my NEW! collection of beauty icons to make you GLOW with JOY and HAPPINESS, including my NEW! ProGlam Beauty Light Wand in ProGlam Serum for a PRETTY, FRESH LOVE-BLUSH FROM WITHIN!

Our refer-a-friend programme is managed by Mention Me who will process your data and send you related service emails. Mail: 1001 4th Ave, 10014, USA

GIVE \$15 OFF

By accepting this offer you agree to the Terms and Conditions

POWERED BY MENTION ME



Your order is complete. Thank you, Jennifer.

Give \$50, Get \$25

Treat a friend to \$50 off their first purchase and get \$25 in store credit

Our refer-a-friend programme is managed by Mention Me who will process your data and send you related service emails. Mail: 1001 4th Ave, 10014, USA

GET \$50 ON ACCOUNT

By accepting this offer you agree to the Terms and Conditions

POWERED BY MENTION ME



Thanks Sergio, your order is now complete.

Tell your friends about us



Your order is complete. Thank you, Howard.

Treat a friend to 20% off and get 20% off for yourself

For orders of \$100 or more. Offer ends 6/30/2020. Limited to one entry per person. Void where prohibited. ©2020. If this purchase after that date you'll receive nothing and that'll mean \$0.00.

GIVE 20% OFF REFEREE GETS 20% OFF

Our refer-a-friend programme is managed by Mention Me who will process your data and send you related service emails. Mail: 1001 4th Ave, 10014, USA

POWERED BY MENTION ME



Your order is complete. Thank you, Kim.

Treat a friend to 35% off and get 35% off for yourself!

For orders of \$40 or more.

Our refer-a-friend programme is managed by Mention Me who will process your data and send you related service emails. Mail: 1001 4th Ave, 10014, USA

GIVE 35% OFF

By accepting this offer you agree to the Terms and Conditions

POWERED BY MENTION ME

Introduction

Ready to feel inspired about the power of customer advocacy?



At Mention Me, we help brands harness the power of their fans. To date, our advocacy-first approach has delivered more than \$2bn in revenue to 500+ customer-obsessed brands.

If you're wondering how this looks in action, you've come to the right place.

The pages of this ebook present examples from 57 brands, ranging from fashion to finance, showing how they're leveraging customer advocacy to turn fans into a powerful driver of profitable revenue and sustainable growth.

Complete with referral offers and other advocacy-driving actions, there's plenty in this guide to get you excited about what your brand could achieve. Read on to get inspired.



Fashion

Whether we're in need of a new winter coat or complimenting our co-worker's jeans, we talk about fashion almost every day. This makes leveraging customer advocacy an unmissable growth opportunity for brands in this sector. Here are some of our favourite examples.



Your order is complete

GIVE YOUR FRIENDS 15% OFF AT FATFACE


They'll get 15% off their first order, and when they buy, you'll get 15% off too!

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 15% off

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

POWERED BY MENTION ME



FATFACE

“ 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 at FatFace


Thank you, Helen. Your order is complete.

SHARE THE PERKS OF KORSVIP AND GET 10% OFF

By clicking the call to action, you acknowledge that you have read and agree to Michael Kors' [Terms of Sale/Returns/Exchanges, Privacy & Confidentiality and Return Policy](#).

REFER A FRIEND

MICHAEL KORS



Your order is complete

Terence, refer a friend and you'll both get 20% off your next full price order


Plus, our up to 50% off sale is now on!

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 20% OFF NOW

By accepting this offer you agree to the [Terms and Conditions](#) applicable to all product lines only. To benefit from this offer your friend's purchase must be for orders by Sunday, 18 Jun 2023 23:59:59 (GMT+01:00). Offer valid once. Offer for date you'll receive 20% off and they'll receive 20% off.

Boux AVENUE



YOUR ORDER IS COMPLETE

Alejandro, give your friends 20% off and get 20% off too. It's a win-win!

How does it work?


1. Share your unique referral link with your friends
2. When they use the link, they'll get 20% off their first order
3. Once they've shopped, we'll give you 20% off, too - easy!

Discounts only available on full price items.

SHARE NOW

Our refer-a-friend scheme is managed by Mention Me, which will process your data and send you referral service emails. [Click here for more info and your privacy rights.](#) By accepting this offer you agree to the [S&Cs](#).

asos



THANKS FOR BEING ONE OF OUR MOST VALUED CUSTOMERS.

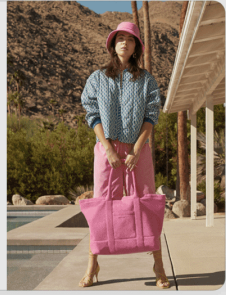
TREAT A FRIEND TO 15% OFF AND GET 15% OFF FOR YOURSELF

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 15% off

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

WHISTLES



**Nathaniel, be quick!
Introduce your friends to
BrandAlley and we'll give
them £20 off their first
order over £120.**

Plus, you'll receive £20 off your next order
over £120 too!

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.](#)

GET OFFER NOW

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

POWERED BY MENTION ME



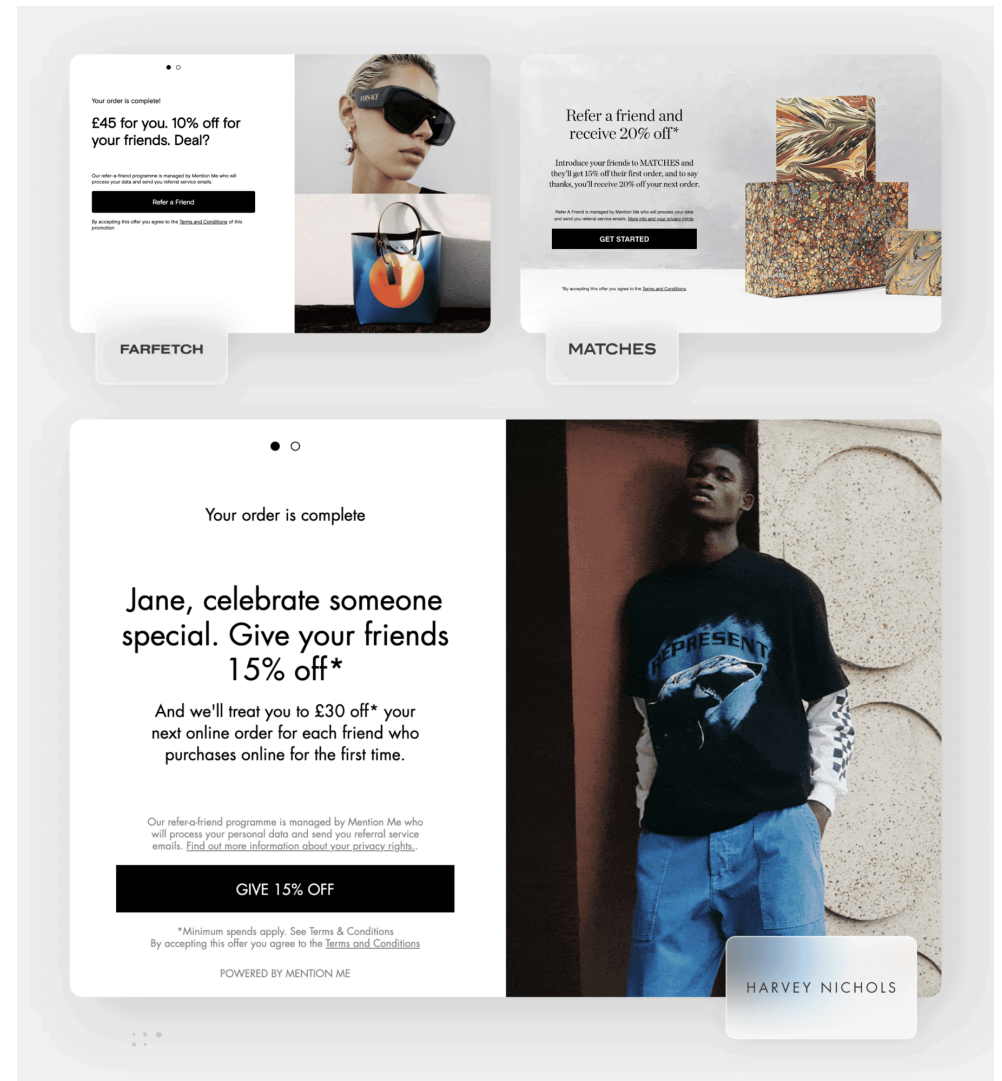
BRANDALLEY
THE NON-STOP DESIGNER SALE

“

We've seen incredible growth with Mention Me. Its products evolve alongside with what we're trying to achieve, and structured in a way that makes customer advocacy data work so much harder, supplementing our activities across marketing channels.”

Michelle Hurney, Head of Marketing at BrandAlley

[Watch the BrandAlley case study](#)



Drew, give your friends
15% off Seraphine!

And we'll treat you to 15% off*

START SHARING

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.

Valid on orders over £70* and more.

By accepting this offer you agree to the Terms and Conditions

POWERED BY MENTION ME



SERAPHINE

“

Our referrer lookalike audiences are driving 20% more customers and 15% lower CPA than our other seed audiences.

We're also finding that referrer lookalike customers are more likely to buy again and introduce friends themselves, driving long-term value for our business.”

Anaïs Biyot, ECommerce Manager at Seraphine

[Read the Seraphine case study](#)

Your order is complete.

Thank you, Krysta.

Get 20% off for yourself and give a friend 20% off

Simply refer a friend to get your reward

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.](#)

GET 20% OFF

[Terms and Conditions](#)
Product exclusions apply

POWERED BY MENTION ME



PUMA 

“

We know brand advocates are highly valuable, so we speak to them differently.

Mention Me adds a new level of data and insights that play a critical role in driving our entire contact strategy.”

David Witts, Senior CRM Manager E-Commerce Europe at PUMA
[Read the PUMA case study](#)

boohooMAN

Your order is complete.

REFER A FRIEND TO GIVE THEM AN EXTRA 10% OFF* + FREE NEXT DAY DELIVERY WITH THEIR FIRST ORDER.

YOU'LL ALSO GET AN EXTRA 10% OFF* + FREE NEXT DAY DELIVERY FOR EVERY FRIEND YOU REFER.

*Excludes selected lines
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](#).

TAP TO CLAIM REYNALDO

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

POWERED BY MENTION ME



Your order is complete. Thank you, Roderick.

**Treat a friend to 20% off and save 20% yourself.
Win-win.**

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 20% OFF

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

POWERED BY MENTION ME



CHARLES TYRWHITT
JERMYN STREET LONDON

“

Mention Me 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.

It's completely data-driven, so you can make strategic decisions with confidence. The numbers talk, and they prove it's working."

Natalia Kirby, Digital Marketing Manager at Moss Bros
[Read the Moss Bros case study](#)

YOUR ORDER IS
COMPLETE, LAURYN

GIVE YOUR FRIENDS 10% OFF

We'll also give you 10% off too for each friend who makes their first purchase.

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 10% OFF

By accepting this offer you agree to the Terms and Conditions
*10% off subject to a £100 minimum spend

POWERED BY MENTION ME



MOSS

00 DAYS 00 HOURS 59 MIN 12 SEC

Invite friends - you'll both get an extra \$25 off!

Your friends will get an extra \$25 off their first order, and you'll get an extra \$25 off your next order too

Get 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

“
We were completely right to trust Mention Me. We're now nurturing advocacy from new and existing customers, helping us acquire customers who spend 13% more."

Arie Tom, CMO at GlassesUSA
[Read the GlassesUSA case study](#)

KURT GEIGER
 Your order is complete
Jose, treat your friends to £10 off
 Introduce your friends to Kurt Geiger and they will get £10 off their first online purchase. Once they shop, we'll give you £10 off as a thank you.
 GIVE £10 OFF

HUNTER
 Your order is complete
Annamarie, brighten a friends' day and give them 20% off
 And if they go on to purchase, we'll send you 20% off
 GIVE 20% OFF

Ray-Ban
 Your order is complete. Thanks, Karl.
REFER A FRIEND AND YOU'LL BOTH GET £10 OFF
 TELL A FRIEND

OFFICE
 Your order is complete.
Halle, give your friends 10% off when they place their first order with OFFICE.
 And to say thanks we'll give you 10% off your next order for each friend who purchases for the first time.
 GET OFFER NOW

MISSOMA

Your order is complete. Thanks Amber!

Treat yourself and a friend to 15% off. Don't say we don't treat you.

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](#)

Get 15% Off

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

POWERED BY MENTION ME



Share that new shoe feeling

Isaiah, get 15% off for you and your friends

Online only. Offer not valid in stores.

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.

GET 15% OFF

Offer only valid online. Terms and Conditions. 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

POWERED BY MENTION ME



schuh

Health and Beauty

Once you discover the perfect red lipstick or holy grail supplement, you want to tell everyone about it.

That's what makes customer advocacy such a powerful growth driver for health and beauty brands — just see for yourself.





GIVE £20, GET £20

TREAT YOUR FRIENDS TO A MAGICAL £20 OFF THEIR FIRST ORDER OVER £100. ONCE THEY SHOP, YOU'LL RECEIVE A MAGICAL £20 OFF TOO, darlings!*

Discover my NEW! AIRbrush Flawless Lip Blur! With 8 FLAWLESS shades, it's a MODERN MATTE-MEETS-MOISTURE LIQUID LIPSTICK that VISIBLY SMOOTHS, BLURS + HYDRATES in just one swipe! It's not a lip filter, it's a lip blur! Wear it blurred! Wear it bold!

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 £20 OFF

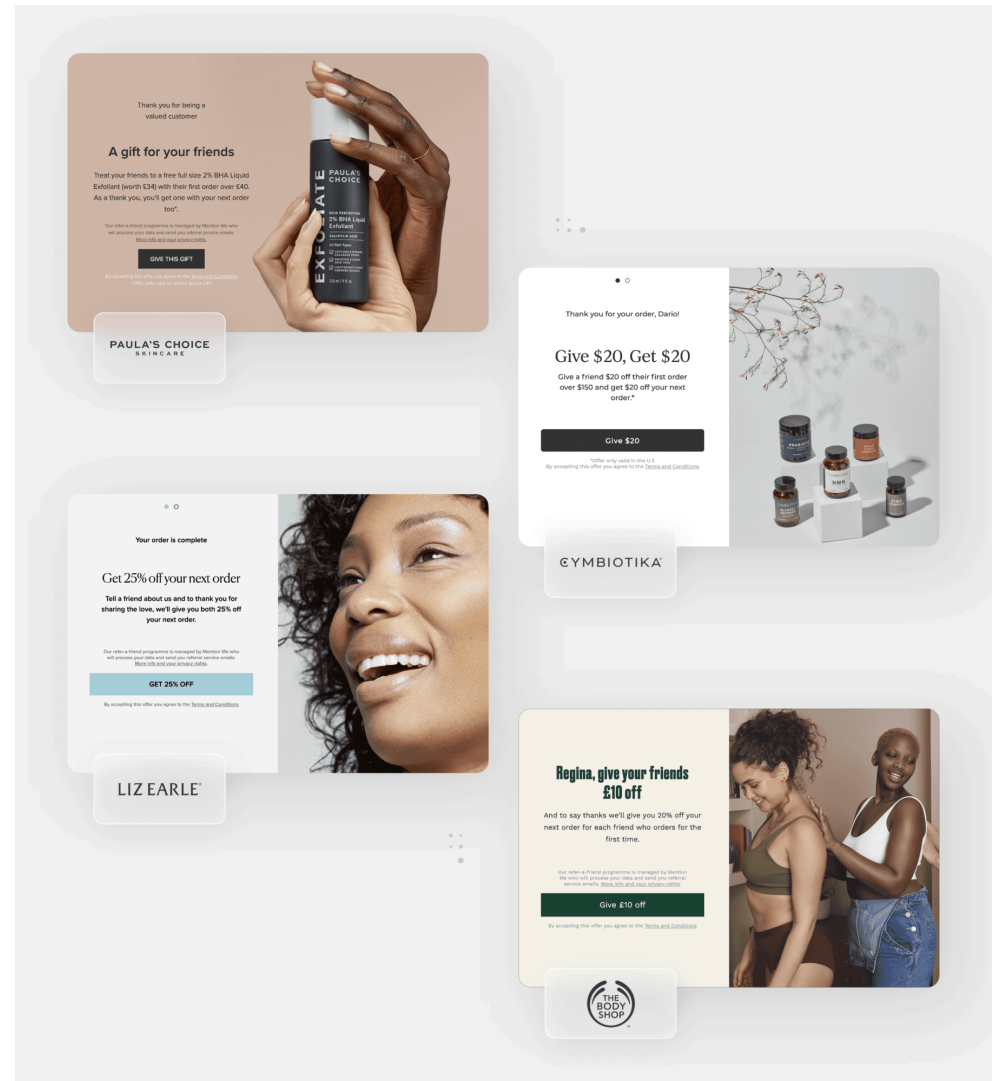
By accepting this offer you agree to the [Terms and Conditions](#)

POWERED BY MENTION ME

Charlotte Tilbury

“
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 at Charlotte Tilbury





Your order is complete. Thank you, Marcella.

GIVE 25% OFF GET 25% OFF

Treat a friend to 25% off and get 25% off your next purchase after they've ordered.

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](#)

SHARE THE LOVE

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

To benefit from this offer your friends must place their first order by Friday, 30 June 2023 23:59 UK (GMT +01:00), if they purchase after that date you'll receive 20% off and they'll receive 20% off.

POWERED BY MENTION ME



Your order is complete

FRED, GIVE YOUR FRIENDS 15% OFF.

You will also receive 15% off as a thank you when they place their first order with Molton Brown.

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 15% OFF

By accepting this offer you agree to the Terms and Conditions

POWERED BY MENTION ME



MOLTON BROWN
LONDON

“
Our customer advocates
are highly valuable, and
the friends they bring
along spend 18% more
than other customers,
helping to continue the
growth we experienced
during the pandemic.”

Rose Wilkes, Retention Specialist at
Symprove
[Read the Symprove case study](#)

THE PERFUME SHOP

Your order is complete. Thank you, Marsha.


**TREAT A FRIEND TO £20
OFF £80 & GET £20 OFF
£80 FOR YOURSELF!**

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 notice](#)

GIVE £20 OFF

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

POWERED BY MENTION ME



Your order is complete. Thank you, Lourdes.

**Gift someone a good gut feeling.
Treat your friends to 50% off
their first 3 months. Get £20 off
for you.**


There's never been a better time to share the gut love.

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 notice](#)

Start sharing

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

POWERED BY MENTION ME



Symprove

SIMBA

Your order is complete

ELIANA, GET A FREE £100 SIMBA VOUCHER

Plus help your friends get a perfect night's sleep by giving them 2 Free Simba-Pure Pillows when they buy their first Hybrid® mattress.

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.](#)

[GET MY £100 VOUCHER](#)

*To be an eligible referrer, you must have made a Qualifying Purchase (see full terms and conditions below). Two pillow offer is available with purchases of double or king size mattresses. Single mattress purchases will be eligible for one pillow. By accepting this offer you agree to the [Terms and Conditions](#)

POWERED BY MENTION ME



★★★★★ Sleep experts with over 250,000 five star reviews

Refer your friends to Wattbike and earn up to £250 in Wattbike gift cards

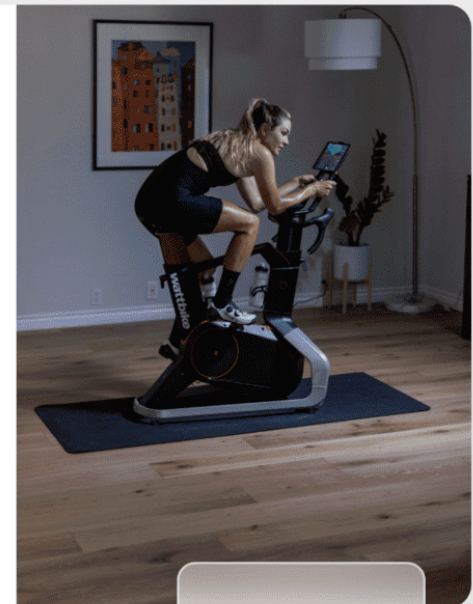
Treat your friend to £150 off Wattbike Atom and receive a £50 Wattbike gift card for every friend you refer (max. 5 referrals).

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 £150 off a Wattbike Atom](#)

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

POWERED BY MENTION ME



wattbike

Insurance and Financial Services

We often seek financial advice from friends and family — **making it one of the highest-converting sectors for referrals.**





Steven, nous avons bien enregistré votre souscription

Parrainez : offrez 50 € à un(e) ami(e) et recevez 50 € en carte cadeau !

Notre programme de parrainage est géré par Mention Me, qui va procéder au traitement de vos données et vous envoyer des e-mails en lien avec ce service. [Plus d'informations et vos droits à la vie privée.](#)

OFFREZ 50 €

En acceptant cette offre, vous en acceptez les [Conditions générales](#)

PROPOSÉ PAR MENTION ME



 **LINXEA**

“

Our programme's performance is constantly improving, and its CPA is consistently cheaper than our other channels. It's been a game-changer for us."

Diane Larramendy, Chief Operating Officer at Linxea

[Read the Linxea case study](#)

Your friends can invest with no Nutmeg management fees for 6 months.

You get rewarded too! When your friend makes an eligible investment **you'll receive a reward voucher for either £50 or £100** (including Amazon.co.uk, John Lewis and Partners and more). You can only receive one reward per referral.

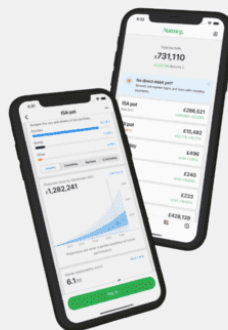
If your friend invests £500 or more in an ISA, pension or general investment account you will receive a £100 reward voucher.

If your friend invests £500 or more in a Lifetime ISA or Junior ISA you will receive a £50 reward voucher.

Refer your friends

As with all investing, your capital is at risk. The value of your portfolio with Nutmeg can go down as well as up and you may get back less than you invest. Tax treatment depends on your individual circumstances and may be subject to change in the future. Terms and Conditions apply.

POWERED BY MENTION ME



Nutmeg.

Justin, fancy a £25 treat on us?

You can earn rewards by referring your friends and family to Beagle Street. If they go on to buy a policy, as a thank you we'll send you both a £25 gift card from your choice of top retailers (T&Cs apply*). Click through below to get started and see full reward details.

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

Refer Now

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

POWERED BY MENTION ME



Welcome to our pack, Antony!

For every pet parent you refer to get a quote, you will receive a \$20 Amazon.com Gift Card

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

Refer a Friend for a Gift Card

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



ManyPets

Thank you for buying your policy with Staysure

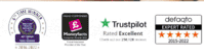
Angel, give your friends 20% off*

And to say thanks, we'll give you a £10 NBS gift card for each friend who purchases for the first time.*

*Some and conditions apply. For when a friend purchases an eligible policy with us. We will process your data and send you referral service emails. [More info and user privacy rights](#)

START SAVING NOW!

*Maximum one gift card per friend. By accepting this offer you agree to the [Terms and Conditions](#)



Staysure

Thank you, Maximilian.

£50 when you introduce a friend

If they buy home or car insurance with us, we'll send you a £50 Caffè Nero or Amazon.co.uk voucher to say thanks.

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

Id like a £50 voucher

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



Policy Expert

Travel and Hospitality

When we're planning a trip or a holiday, we want it to run as smoothly as possible. **Luckily, customer advocates are always keen to recommend their favourite hotels, car rental services and airlines to fellow jet-setters and go-getters.**



Nº1 LOUNGES

Jerald, 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 to use towards their first visit.

And to thank you for the introduction, we'll also give you £5 off your next booking after your friend makes their first purchase

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](#)
POWERED BY MENTION ME



Peter, get £15 driving credit

And every friend that becomes an approved Zipcar member will get £15 driving credit too!

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](#).

GET £15 DRIVING CREDIT

By accepting this offer you agree to the [Terms and Conditions](#)
Joining the Zipcar Basic plan involves a £10 application fee to join, with £10 driving credit upon approval and an extra £15 credit for referred members only.

POWERED BY MENTION ME



 zipcar.

Your order is complete

**Sabrina,
give your friends £50 off
Exclusive accommodation
when they make their first
booking with Away Resorts.**

And to say thanks we'll give you £50 off an indulgent stay for each friend who books for the first time.



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 £50 OFF

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

The Burst of Blue & Oakwood accommodation is not included. Non-redeemable at Cleethorpes Pearl.

POWERED BY MENTION ME

Spread the love...
Kirsten tell your mates
about us to get 10% off
for you and for them!


When your friend books, we'll give you 10% 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.](#)

GET OFFER NOW

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

POWERED BY MENTION ME



the hoxton

Your order is complete

20% off for you and your friends


Great stories are made for sharing, so you'll receive exclusive offers every time you refer.

Free extensions on all experiences.

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 20% OFF

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



Virgin EXPERIENCE DAYS

Brands in this sector see a surge of traffic in the summer — [read this blog](#) to see how you can make the most of this golden opportunity by harnessing customer advocacy.

Food and Beverage

Food and drink aren't just necessities. They're social experiences that can lead to great memories — **and lots of foodies recommending these brands to friends and family.**





Thank you for your order Pauline.

Gift your friends £10 off their first order and help them boss their goals

You will also receive £10 off your next order!
And a chance to win a £200 Huel Gift Card.

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 £10 off now

By accepting this offer you agree to the Terms and Conditions

POWERED BY MENTION ME



Huel®

“

We've seen exceptional results in the six years we've been working with Mention Me.

It's played an important role in turning our loyal community of Hueligans into a significant revenue stream, helping to acquire valuable customers at a lower cost to other channels.”

Emily Hollis, Senior CRM Executive at Huel

[Read the Huel case study](#)

Your order is complete

SHARE THE POWER

There's no better time than now to give the gift of extra plant power to your pals.

They'll get 50% off their 1st box and 15% off their next two and you'll enjoy 35% off with your next box. Win win.

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 50% OFF

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

POWERED BY MENTION ME

PLANT POWER FOR YOUR PALS



allplants

Acquire, engage and retain your brand advocates

See how allplants are maximising their Klaviyo integration

mentionme × allplants



Watch the allplants case study

“
The integration between Mention Me and Klaviyo allows us to utilise all our customer data to serve bespoke, personalised messaging that makes recipients feel engaged in a really powerful way.”

James Lester, Senior CRM Executive at allplants

Abel & Cole

Thank you for choosing organic, Nora.

Treat your friends to 50% off

Share the organic love. Refer a friend and we'll give you both 50% off your next two organic Fruit & Veg boxes.

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 50% OFF

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

POWERED BY MENTION ME



Your order is complete. Thank you, Hilary.

Treat a friend to 20% off and get 20% off for yourself.

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](#)

Get 20% off

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

POWERED BY MENTION ME



air up

bulk™

Your order is complete

Jacquelyn, give your friends 45% off when they place their first order with Bulk™.

And to say thanks we'll give you 45% off your next order for each friend who purchases for the first time.

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 45% OFF

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

POWERED BY MENTION ME



Your order is complete. Thank you!

VERONICA, FANCY £10 OFF?

For every friend you refer to Biscuiteers you'll get £10 Pressie Points. Plus, they'll get 15% off!

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](#).

start sharing

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

POWERED BY MENTION ME



BISCUIEERS



Whoah, nice one. We'll Zoom that right over.

Antonio, give your friends £10 off* their first Zoom.

As a thanks, you'll get £10 off* on your next order too. And an imaginary gold star.

Just so you're aware, we only deliver in Leeds and parts of London (for now).

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 £10 off

Restrictions apply. See Refer a Friend [Terms and Conditions](#)
*Minimum spend £30

POWERED BY MENTION ME



Your order is complete. Thank you, Remington.

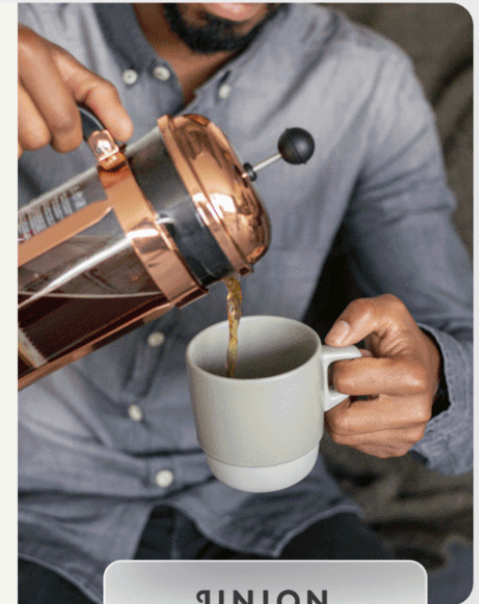
TREAT A FRIEND TO 15% OFF AND GET 15% OFF FOR YOURSELF

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](#).

GET 15% OFF

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

POWERED BY MENTION ME



UNION

HAND-ROASTED COFFEE





Your order is complete

Jimmie, give your friends 20% off their first Sparkling Water Maker

And get \$10 off for yourself!

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

Give 20% off

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

POWERED BY MENTION ME



Your order is complete. Thank you,
Marlin.

REFER A FRIEND AND BOTH ENJOY 20% 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](#).

*Referral codes cannot be redeemed on subscription products.

GET 20% OFF

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

POWERED BY MENTION ME



PRESS

Miscellaneous

Other examples of brands harnessing customer advocacy data to **drive profitable revenue from their customer base.**



Get free flowers

Get free flowers for you and your followers

Every time you introduce one of your followers to us, we'll give you both £10 credit.
Interested?

Our 'tell your friends' programme is managed by Mention Me.
[Click here for more info and your privacy rights.](#)

[Sign up now](#)

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

POWERED BY MENTION ME

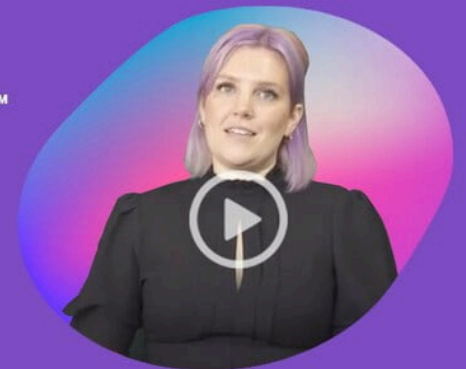


BLOOM
& WILD

Learn how Bloom & Wild generated £6.5m of sales through Referral Engineering™

mention me x BLOOM & WILD
Do More With Referral

[Watch the video](#)



[Watch the Bloom & Wild case study](#)

“
When we had to turn off marketing in March/April 2020, Mention Me was the only channel that we kept on. May year-on-year — the UK, specifically — grew 800%. It was exceptional.”

Lindsay Newell, Former Head of Marketing UK at Bloom & Wild

Your order is complete. Thank you, Gregg.


**Treat a friend,
give them 5% off and
we'll give you £20 off
your next purchase**

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

*£300 minimum order value for new customers
**£40 minimum order value for your next purchase
By accepting this offer you agree to the [Terms and Conditions](#)

POWERED BY MENTION ME



GOZNEY°

“
The Mention Me platform equips us to identify our best customers, understand what resonates with them, and drive more referrals.”

Arthur Brunetti, Digital Marketing Executive at Gozney
[Read the Gozney case study](#)


**Share the Love.
Give \$250 off.**

Our referral program is managed by Mention Me. [View privacy policy.](#)

SHARE NOW

By continuing, you agree to the program [Terms and Conditions](#)

POWERED BY MENTION ME



I&DIBS

Jeff, your order is complete

**Treat your friends
to 20% off their
first purchase**


& you'll receive 20% off your next order too!

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 20% OFF


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

Emma Bridgewater



See how customer advocacy could look for your business

Complete the form to speak with one of our advocacy experts.



Want to keep the party going, Debra?

Win A Little Treats Set

Momofuku's in the house! Refer your friends to East Fork before June 30 to get the chance to win a free Little Treats Set For 2 — which includes a set of East Fork Sitty Bowls and Momofuku Chopsticks.

GET LUCKY

By accepting this offer you agree to the Terms and Conditions. Open to friends from this offer your friends must place their first order by September 30, 2022 at 11:59 PM EDT. Limited Time Offer. Ends 9/30/22. If they purchase after that date you'll receive nothing and they'll receive \$25 off.


POWERED BY MENTION ME

KORSVIP
AND GET 10% OFF

By clicking the call to action, you acknowledge that you have read and agree to Michael Kors Refer a Friend Program Terms, Terms & Conditions and Privacy Policy

REFER A FRIEND

POWERED BY MENTION ME




Your order is complete.
Thank you, Howard.

Treat a friend to 20% off and get 20% off for yourself

For orders of \$100 or more. Offer is managed by Mention. The value will increase over time as you receive more orders. Ends 10/31/22.

GIVE 20% OFF REFEREE GETS 20% OFF

POWERED BY MENTION ME



Your order is complete. Thank you, Jennifer.

Give \$50, Get \$25

Treat a friend to \$50 off their first purchase and get \$25 in store credit

Our refer-a-friend program is managed by Mention. The value will increase over time as you receive more orders. Ends 10/31/22.

GET \$25 ON ACCOUNT

POWERED BY MENTION ME



GIVE \$15, GET \$15


TREAT YOUR FRIENDS TO A MAGICAL \$15 OFF THEIR FIRST ORDER OVER \$75. ONCE THEY SHOP, YOU'LL RECEIVE A MAGICAL \$15 OFF TOO, DARLINGS!™

Darlings, get ready for the Summer of Loveagain! Discover my NEW! collection of beauty icons to make you GLOW with JOY and HAPPINESS, including my NEW! ProGlam Beauty Light Wand in ProGlam Sunset for a PRETTY, FRESH LOVE-BLUSH FROM WITHIN!

Our refer-a-friend program is managed by Mention. The value will increase over time and based on referred service events. Ends 10/31/22.

GIVE \$15 OFF

POWERED BY MENTION ME



Your order is complete. Thank you, Kira.

Treat a friend to 35% off and get 35% off for yourself!

For orders of \$40 or more.

Our refer-a-friend program is managed by Mention. The value will increase over time and based on referred service events. Ends 10/31/22.

Give 35% off

POWERED BY MENTION ME



Thanks Sergio, your order is now complete.

Tell your friends about us