

4 ways to drive revenue through your fans

Struggling to keep your customers coming back?

Motivating customers to return and drive incremental revenue doesn't have to be so hard.

Welcome to the customer advocacy era.

Unlock more revenue through your biggest fans with the world's first Customer Advocacy Intelligence Platform

Our Customer Advocacy Intelligence Platform equips you to identify, nurture and activate your brand fans, transforming your customer economics to make you a winning business.

Now you can use advocacy data and intelligence to:



Nurture and activate your brand fans

Get your promoters sharing your brand with their friends, and coming back for more, by delivering customer experiences that delight.



Drive profitable revenue

Keep customers more connected and active on behalf of your brand, bringing their friends and keep coming back more without costly promotions.



Attract high quality customers

When existing fans introduce their friends, you're recruiting new customers that increase the size of your customer base.

Build stronger relationships with your brand advocates by launching a range of advocacy marketing tactics



By integrating customer advocacy data, we've changed how we segment and communicate to our customer base. It's helped us identify who our biggest advocates and most loyal customers are, helping us to overcome rising paid media and acquisition costs."

David Witts
Senior CRM Manager Ecommerce Europe
PUMA

- 1 Turn passive fans into **proactive advocates**
- 2 Nurture increased advocacy **among active fans**
- 3 Encourage fans to **refer more**
- 4 Recruit future fans through social using **lookalike audiences**



Brand fans **spend 11% more** and are **5x more likely to recommend** to their friends

Source: Mention Me data

Turn brand fans into profitable revenue

[Get in touch](#) with our expert team to learn more.



About Mention Me

Mention Me empowers businesses to turn brand advocacy into a powerful growth driver. Using cutting-edge technology and expertise gathered over 10 years in referral marketing, we've built the world's first Customer Advocacy Intelligence platform to identify, recruit and nurture brand fans.

