Agenda

The power of customer advocacy

How Huel has leveraged customer advocacy to maximise profitable growth

Q&A

Speakers

Kat Wray

Director of Strategic Partnerships

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Tash Reynolds

Global Head of CRM

Huel®

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It's a **tough** market out there.

Acquiring quality customers is hard.

Driving long-term value from existing customers, even harder.

⚠️ **Missing Growth Targets**	⚠️ **Declining Profitability**

⚠️ **Falling Customer Lifetime Value**	⚠️ **Poor engagement rates in marketing**	⚠️ **Over dependence on Discounting**

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Your greatest asset is also the solution to these challenges...

Your Customers

Happy customers recommending your brand is the **holy grail of marketing** and the way to solve for **sustainable, profitable growth**
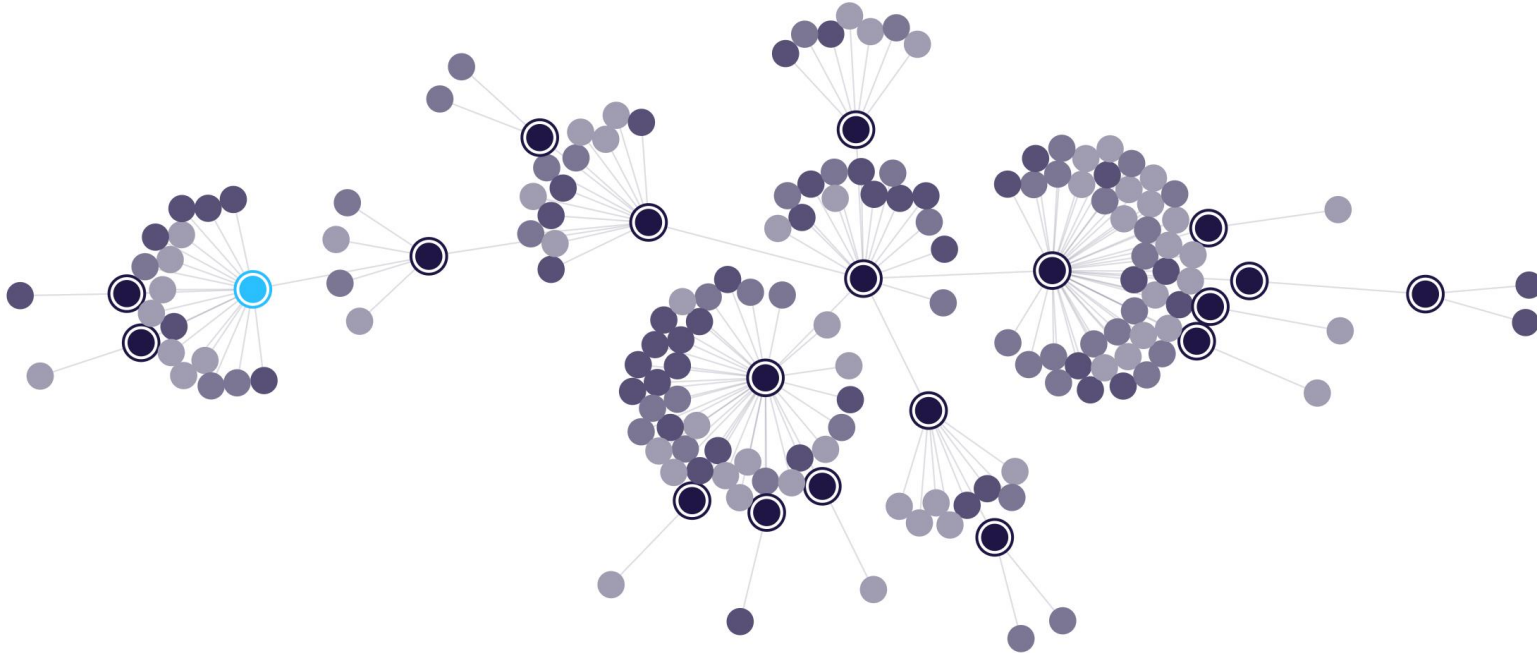
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Delivering profitable growth through Customer Advocacy

Acquire Quality Customers

Recruit more valuable customers through high performing referral marketing, integrated with your core systems

Maximise Customer Value

Segment and activate customer advocate cohorts across your business using data and predictive models

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Huel: A Journey to Advocacy

Fast, Nutritious Plant-based Food

Quick, affordable, nutritionally complete food, with everything your body needs. Join over a million Hueligans changing their lives and explore the Huel range today.
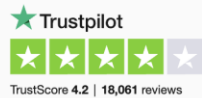
★ Trustpilot
★★★★☆
TrustScore 4.2 | 18,061 reviews
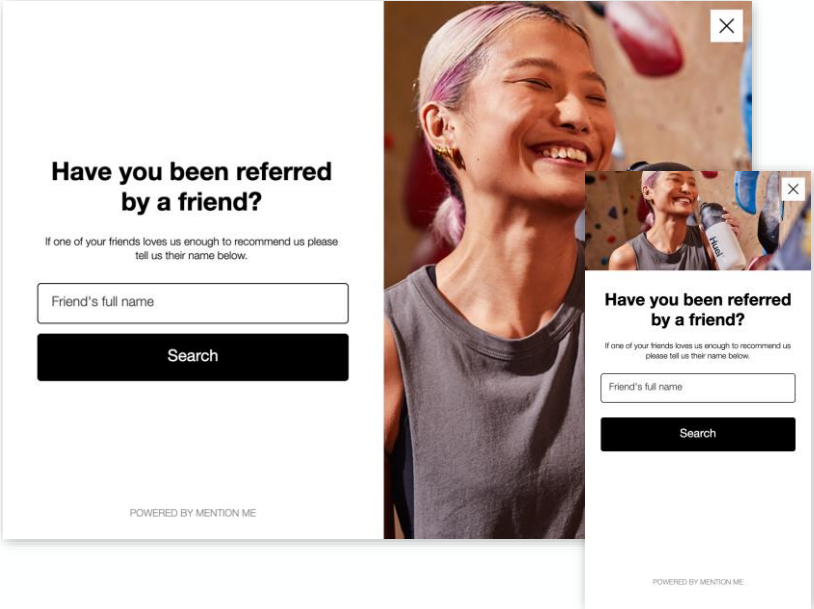
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Let's talk Hueligans

5m
Hueligans

Over
3.8m
meals

46
Countries

78%
Male

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Our journey to advocacy

Customer Satisfaction

2017 – 2024

35% of referrers customers come via **Name-share**

Brand Advocates

Customer Loyalty

Referral performance

22%

Of customers **refer**

Year 1

% of new customers	**10%**
Share rate	**26%**
Purchase rate	**41%**

Last year

% of new customers	**19%**
Share rate	**19%**
Purchase rate	**46%**

This year projections

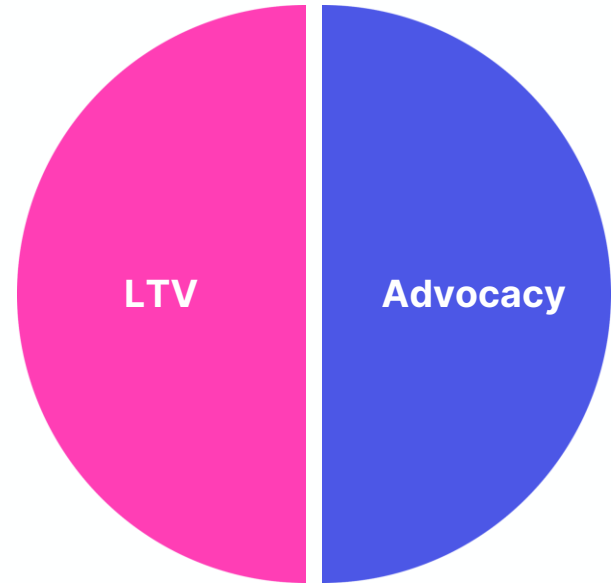|	
% of new customers	**27%**
Share rate	**26%**
Purchase rate	**60%**

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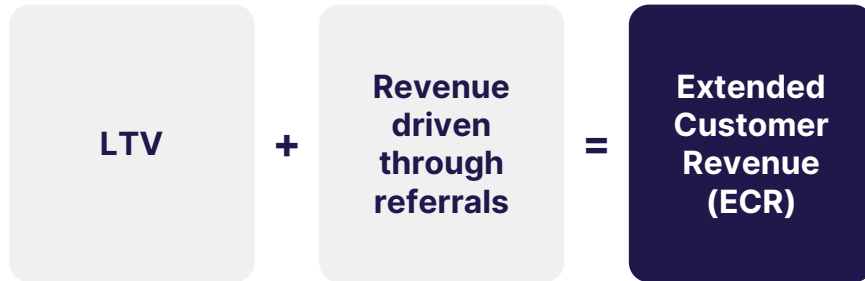# Spend is only half of the story when it comes to understanding the value of a customer

LTV

Spend is only half of the story when it comes to understanding the value of a customer

LTV

Advocacy

Spend is only half of the story when it comes to understanding the value of a customer

LTV **+** Revenue driven through referrals **=** Extended Customer Revenue (ECR)

LTV | Advocacy

Steph

ECR | **Huel®**

Steph

2 Huel purchases a year
£140 per year

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18

ECR | Huel®
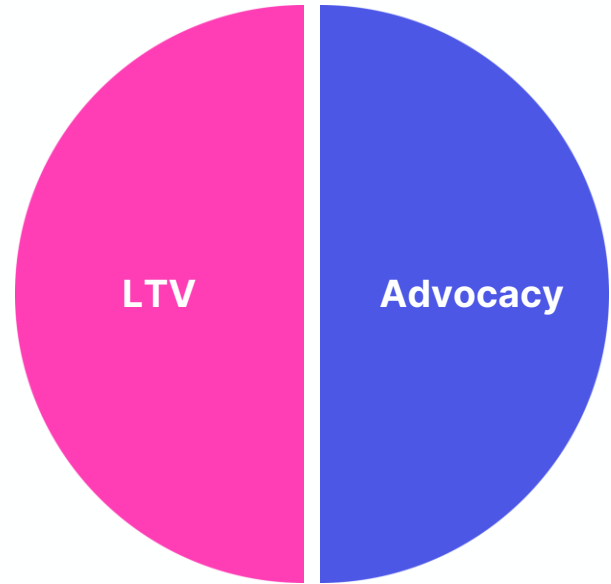
Steph

2 Huel purchases a year
£140 per year

→

Lower quartile
LTV customer

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ECR | **Huel®**

2 Huel purchases a year
£140 per year

Steph
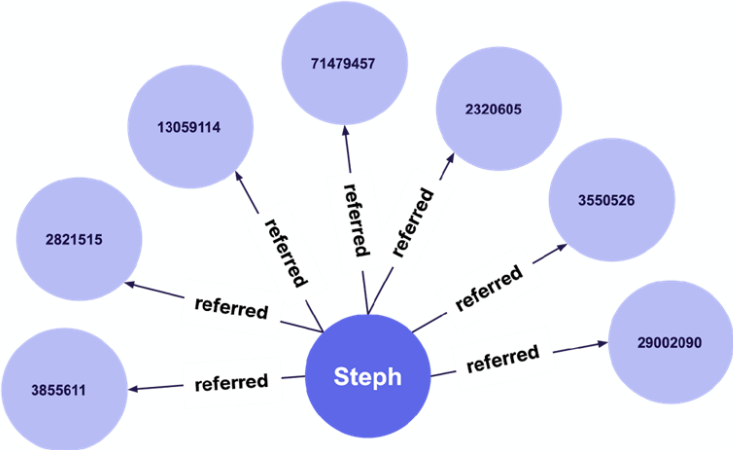
ECR | Huel®

2 Huel purchases a year
£140 per year

21 Huel purchases a year
£1,500 per year

12 Huel purchases a year
£840 per year

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ECR | **Huel®**
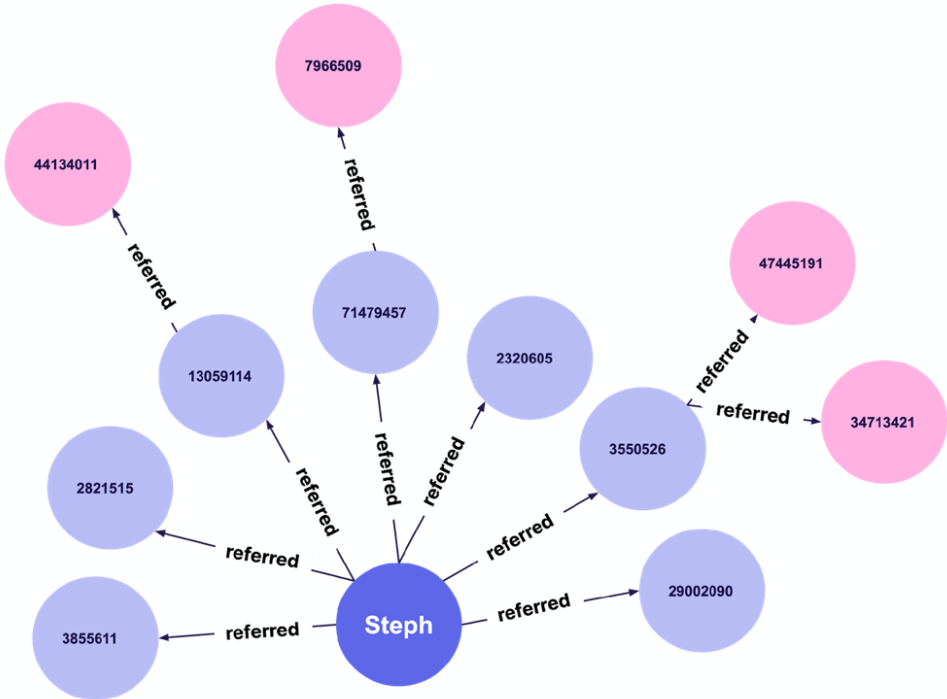
2 Huel purchases a year
£140 per year

21 Huel purchases a year
£1,500 per year

12 Huel purchases a year
£840 per year

**Total
£2,480 per year**

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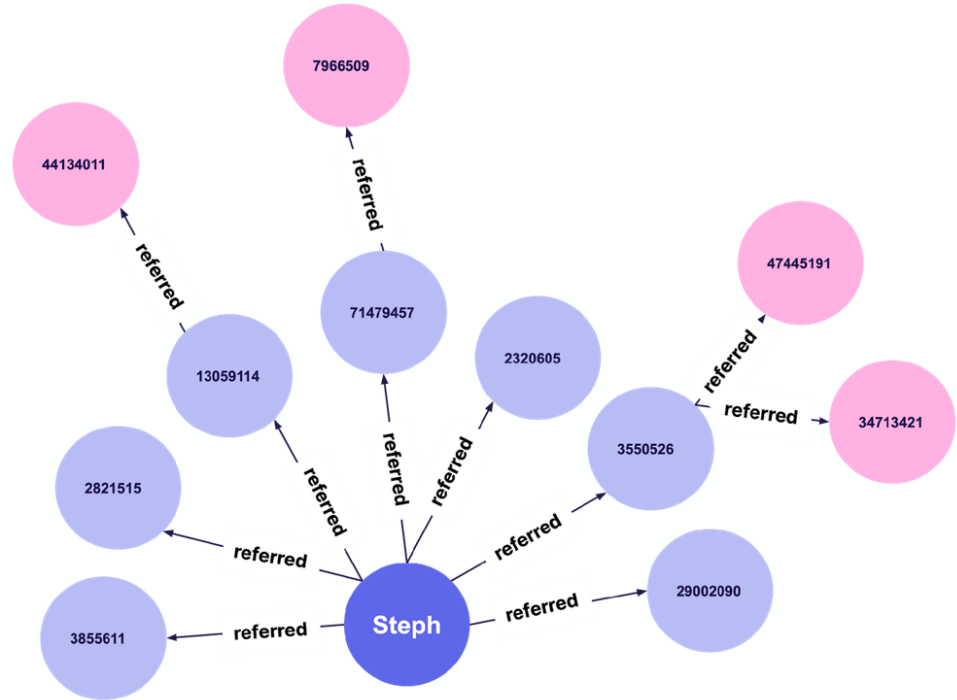
Huel's Referral Customer Value & ECR Performance

3.5x
Referred customers are **more likely to introduce more new customers**

2.4x
Referrers are **more likely to repeat purchase**

340%
Average revenue from referrers is **higher than non-referrers**

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Maximise Customer Value

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Your advocates are not necessarily your top spenders - and so may be currently overlooked

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Huel correlated ECR data with their existing segments

A	B	C	D	E	F
A Country Living	**B** Prestige Positions	**C** City Prosperity	**D** Rural Reality	**E** Senior Security	**F** Suburban Stability
G Domestic Success	**H** Aspiring Homemakers	**I** Family Basics	**J** Transient Renters	**K** Municipal Challenge	**L** Vintage Value
M Modest Traditions	**N** Urban Cohesion	**O** Rental Hubs			

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Identifying low LTV but high ECR customers
unlocked new segments that were being overlooked

ECR vs LTV   Group Name != {Null}   Activity Status **active**   Order 1 Fy **fy 22/23, fy 23/24**

- (A) City Prosperity
- (B) Prestige Positions
- (C) Country Living
- (D) Rural Reality
- (E) Senior Security
- (F) Surburban Stability
- (G) Domestic Success
- (H) Aspiring Homemakers
- (I) Family Basics
- (J) Transient Renters
- (K) Municipal Tenants
- (L) Vintage Value
- (M) Modest Traditions
- (N) Urban Cohesion
- (O) Rental Hubs

Total LTV 6m Revenue Before Cm2

Average Ecr in Gbp

Testing product launches on advocates

- **Created audience for product launch:**
  - Combined likely to like product plus top advocates

- **Measured impact on sharing, purchasing & referring:**

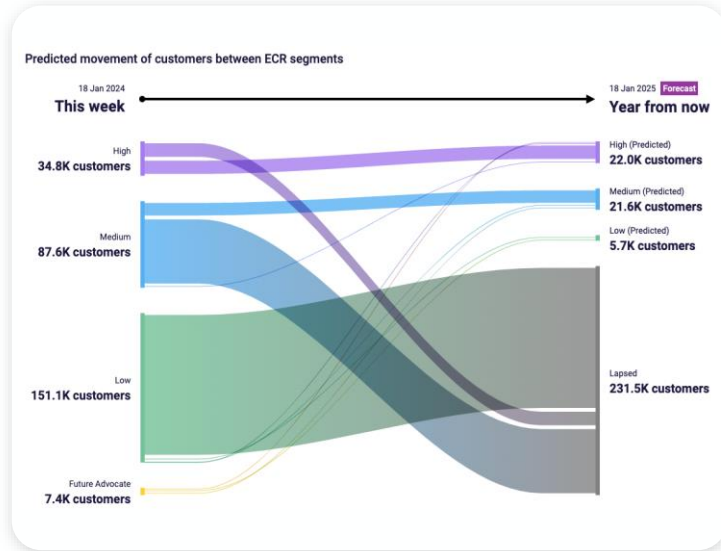### 150%
New Product Social Shares

280%
Positive CX contacts

25%
New Product Referrals

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Leveraging AI to ensure advocates keep referring

Predicted movement of customers between ECR segments

| 18 Jan 2024 | 18 Jan 2025 Forecast |
| **This week** | **Year from now** |

High
34.8K customers

Medium
87.6K customers

Low
151.1K customers

Future Advocate
7.4K customers

High (Predicted)
22.0K customers

Medium (Predicted)
21.6K customers

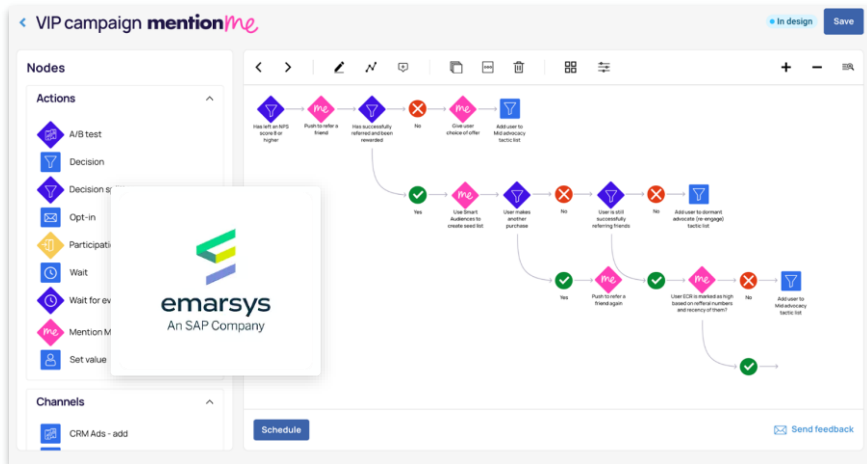Low (Predicted)
5.7K customers

Lapsed
231.5K customers

Leveraging AI

Advocates likely to stop advocating - sending a different product to them to see impact on sharing, purchasing & referring:

Using the Mention Me x Emarsys integration, creating **differentiated customer experiences** for target segments using advocacy data

Lapsed customer, still referring → **Engage** in loyalty programme

Low LTV customer, High ECR → **Reward** with 'Surprise & Delight' gift

Results from other Mention Me & Emarsys clients:

25% increase in repeat purchase rates

12% increase in number of customers acquired via referral

12% increase in open rate vs next best performing campaign
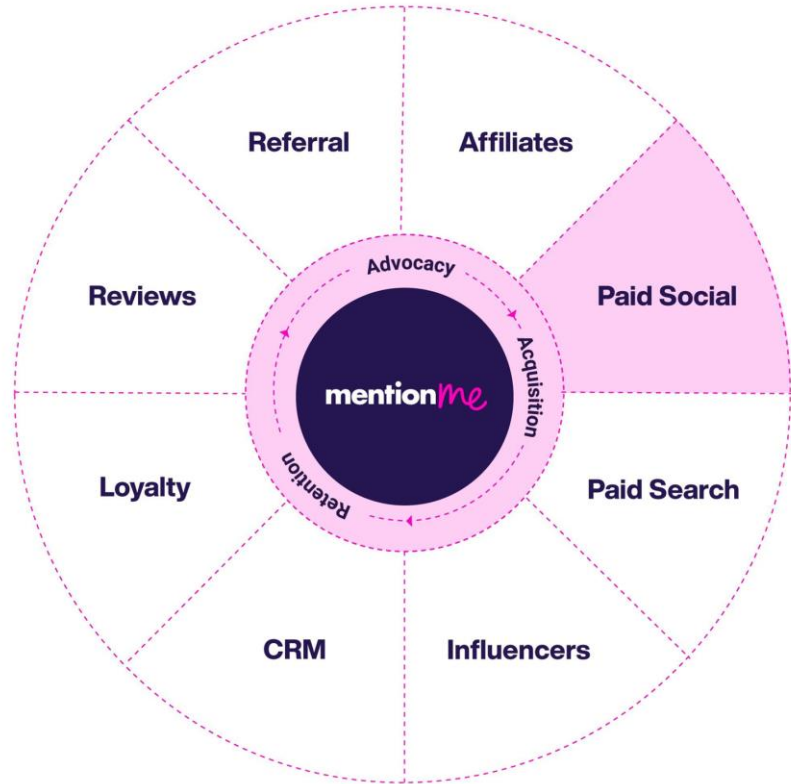
On Roadmap: Optimising Paid Acquisition Channels

Results from other Mention Me clients using advocacy data for Lookalike Audiences :

↓ **15-25%**
Lower CPA

↑ **30%**
Higher ROAS

↑ **15%**
Acquires customers more likely to refer

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Thank you

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Kat Wray

mention me

Enquire on our site via this
QR code or email
kat@mention-me.com

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