

# Drive sustainable growth with the world's first **Customer Advocacy Intelligence Platform**

With customers having more choice than ever and the cost of paid acquisition continuing to grow, the need to improve retention, loyalty and profitability has never been greater.

Leading brands are adopting customer advocacy marketing as a more efficient way to drive sustainable growth - when customers that love your brand come back for more and bring their friends.

Building on 10 years of referral experience, [Mention Me's](#) Customer Advocacy Intelligence Platform makes it possible to harness word of mouth and turn advocacy into an unstoppable growth strategy.

**Mention Me is a SAP Endorsed partner, Industry Cloud certified and integrated across SAP CX: including Commerce Cloud, Emarsys & CDP.**

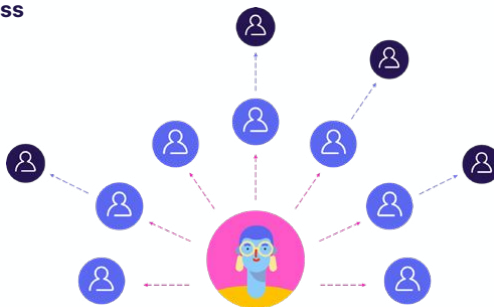
mentionme



## Benefits of Mention Me and our integrations across SAP CX & Emarsys:

- ✓ Increase new customer acquisition **by up to 30%**
- ✓ Increase Customer LTV by **up to 56%**
- ✓ Increase repeat purchase rate by **up to 25%**
- ✓ Increase database size **by up to 27%** within 3 months.
- ✓ **10x email engagement rates** when activating advocates
- ✓ Improve paid social performance by **increasing conversion rate by 65%** and **reducing CPA by 50%**

## Spark a referral chain that exponentially grows your business



## OUR CUSTOMERS

ASOS

PRETTYLITTLETHING



Superdry.

benefit

Huel®

FARFETCH

CharlotteTilbury

TED BAKER  
LONDON

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



"Leveraging customer advocacy is helping to **increase top line revenue and maximize ROI** across our marketing mix"

Wild

"We've now shifted our focus from VIPs to VIAs — **that's our 'very important advocates'** - increasing acquisition & retention."

BRANDALLEY

## Target customer criteria

- Business type:** B2C ecommerce businesses
- Industry:** Retail, CPG, finance, travel
- Company size:** \$25m+ onsite revenue
- Geography:** Global
- SAP Products:** Commerce Cloud, CDP & Emarsys (but also works as a standalone)



Interested? Email [sap@mention-me.com](mailto:sap@mention-me.com) or find us on the [SAP Store](#)

# Consider Mention Me if...

## YOUR CLIENT/PROSPECT IS...

Facing **tight budgets and rising acquisition costs**



Invest a fraction of budget to start driving organic growth instantly through referral and by using advocacy data to optimise other channels.



Struggling to drive **repeat purchases**



Referred customers are predisposed to liking your brand. On average, they have up to 2x LTV and are 5x more likely to refer onwards.

Needing to **drive more revenue from existing customer base**



Increase VIP cohort by 15-28% by leveraging Mention Me's unique advocacy data. Brands can engage with valuable segments of customers they have been overlooking - their advocates - who drive indirect revenue to the brand through referral.

Needing to **drive D2C & grow their database**



Mention Me drives D2C acquisition and encourages customers to opt in to marketing - increasing database size by 6-27% within 3 months.

## YOU WANT TO...

Trojan Horse to sell **SAP Commerce Cloud, Emarsys and CDP**



Mention Me is a best-in-class acquisition channel that enhances the SAP CX solution - including CDP, Commerce Cloud and Emarsys - with unique advocacy data.

Proven track record - worked with SAP AEs globally in driving opportunities for over 33 brands.



Connect with **senior marketing stakeholders**



Advocacy data enhances the entire martech stack, meaning you'll speak with senior stakeholders in roles including Marketing, Customer Experience, Digital, CRM, Ecommerce and more.

Increase **speed to value** for clients/prospects



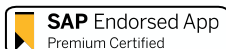
Mention Me sales cycle typically 6 months, going live in under 30 days with light touch integration at no charge.

Increase your **quota retirement**



Mention Me is an Endorsed partner, meaning you get 100% quota retirement for any deals you source and MM closes.

mentionme



Interested? Email [sap@mention-me.com](mailto:sap@mention-me.com) or find us on the [SAP Store](#)



Click [here](#) to hear what SAP AEs have to say about working with us