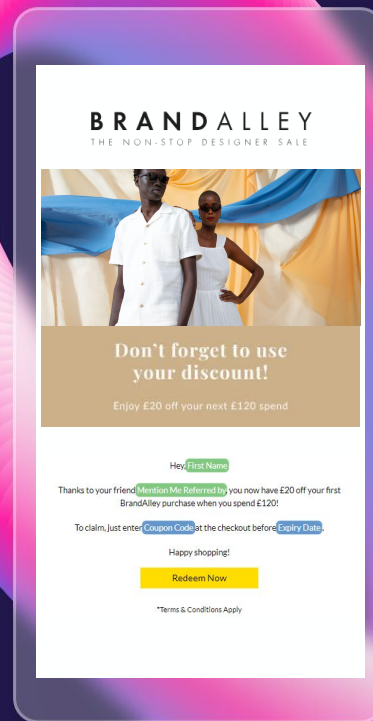


How BrandAlley uses advocacy data to future-proof growth

“We’ve shifted our focus from VIPs to VIAs — that’s our ‘very important advocates’.”



mention**me**



emarsys
An SAP Company



BRANDALLEY
THE NON-STOP DESIGNER SALE

While BrandAlley initially launched their advocacy programme in 2017 to acquire new customers through referrals, they quickly realised that not only was the quantity of new customers increasing, but the quality too.

Customers introduced by a friend spend **64% more** in their first six months than those acquired through other channels, and **they also introduce 4x more new customers**.

BrandAlley saw a powerful opportunity to use this referral data to completely transform their segmentation and contact strategy, so they partnered with Mention Me and Emarsys.

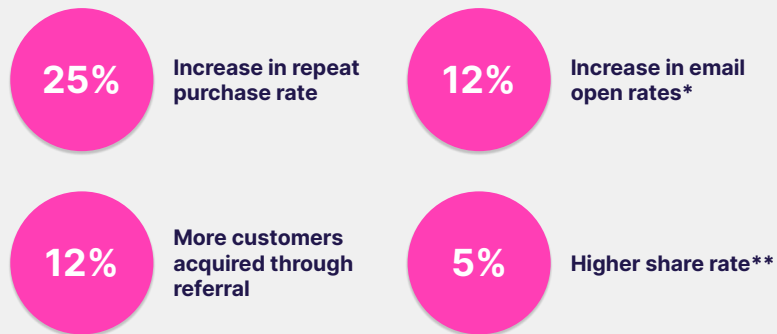
Instead of looking at individual spend alone to determine customers' value, the BrandAlley team saw the value in a customer's stage of advocacy. So rather than basing customer segments purely on RFM modelling, BrandAlley measures Extended Customer Revenue (ECR) — that's a customer's individual spend *plus* that of anyone they refer. **BrandAlley's referrers soon proved their value, with a 4x higher ECR than other customers.**

By working strategically with Mention Me and Emarsys, BrandAlley have unlocked whole new segments of high-quality customers they were previously overlooking, transforming their perception of who their best customers are. And it was easy to put these learnings into action, deploying the **pre-built Mention Me tactics in the Emarsys platform**. This includes sending emails such as reminders for referrers to use their referral coupon, or prompting an advocate to share again.

On average, these emails have a **12% higher open rate** than BrandAlley's next best-performing automation campaign, and have **increased repeat purchase rates by 25%** — driving retention and revealing how identifying these previously untapped customer segments sustains powerful growth.

Welcome to
the Customer
Advocacy era

Since launching the **Mention Me tactics within Emarsys**, BrandAlley have driven:



By using Mention Me tactics within our automation campaigns and email marketing in Emarsys, we're **increasing both acquisition and retention**. It's such an effective way of delivering personalised messages that resonate and drive action.

Michelle Hurney
Head of Marketing at BrandAlley

* Compared to BrandAlley's next best-performing automation campaign.

** By segmenting customers based on their likelihood to refer.

Feeding advocacy data into their segmentation and personalisation strategy allowed BrandAlley to acquire, engage, and retain high-quality customers to drive scalable growth.

Having this first-party data readily available in the Emarsys platform means the BrandAlley team can identify their best advocates and encourage those most likely to refer to keep doing so.

And they're using this unique advocacy data to not only optimise the performance of their contact strategy, but to also amplify their other marketing channels — starting with paid social.

To increase and convert website registrations into sales, BrandAlley set up Smart Audiences, **creating lookalike audiences that behaved like their best customers:** their advocates. These audiences proved to be highly valuable, with a **25% lower cost-per-registration and 17% higher click-through rates than other users.**

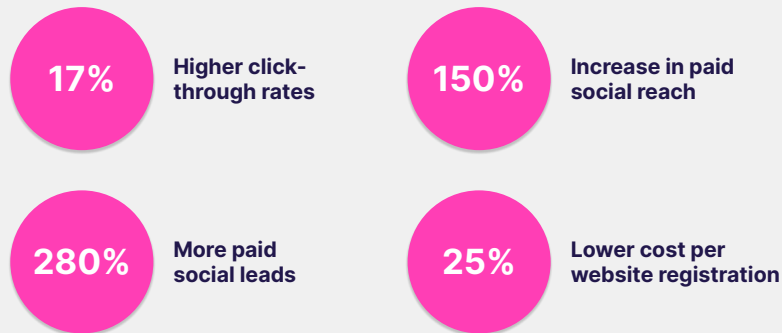
Since launching their first referral campaign in 2017, BrandAlley have been on a journey to realising the true power of advocacy with Mention Me, propelled by one key goal: **keeping customers happy enough to come back and bring their friends.**

The team are now looking at how to keep evolving their personalised messaging so they can drive the best action from every customer — wherever they are in their advocacy journey.

As they build on their strategic partnerships with Mention Me and Emarsys, their “very important advocates” will play an even greater role in their marketing activities.

Welcome to
the Customer
Advocacy era

Since setting up **Smart Audiences** on paid social, BrandAlley have driven:



Smart Audiences was so simple to set up — we launched it within a day. **It's great to see how that first-party referral data is making a tangible impact across our other channels.** The way the Mention Me platform is evolving is perfectly aligned with what we want to achieve, and the team are helping us make our referral data work harder. We've got big plans for what we want to do next with it.

Michelle Hurney
Head of Marketing at BrandAlley