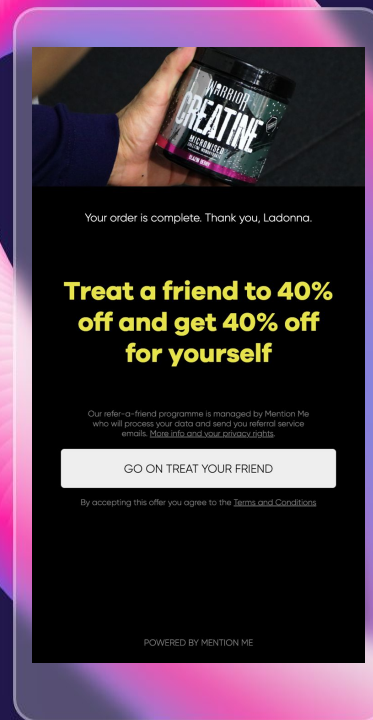


How Warrior use advocacy data to drive more revenue from SMS campaigns

Warrior Supplements were created to improve the athletic performance and mental focus of those who consume them. They're now supporting even more people's lifestyles with the Mention Me x Attentive integration.



Having already built a loyal community of brand fans, Warrior knew there was plenty of untapped potential to drive more value from their customer base.

To unlock this potential, Warrior launched their advocacy programme with Mention Me in 2022. With high growth targets, Warrior initially set their sights on acquiring new, high-value customers.

Their programme quickly delivered these VIPs, with **referred customers generating 3x more revenue and introducing 4x more new customers** than anyone else.

Seeing the value of their customer advocates first-hand, Warrior were keen to use this first-party referral data to enhance other marketing activities, such as by feeding it into their SMS platform Attentive.

The Mention Me x Attentive integration lets the Warrior team send out personalised text messages to their customer base, such as reminding their referrers to use a coupon or prompting them to share again.

Taking this multi-channel approach helps Warrior to nurture and engage customers at every stage of their advocacy journey, turning more passive promoters into active advocates. As a result, **Warrior are now seeing 9% of their new customers being acquired through SMS**.

And they're only scratching the surface of what they can do with their advocacy data. To tackle rising digital ad spend, they're planning to use Mention Me's Smart Audiences feature to target high-converting referrer lookalike audiences on paid social to increase their ROAS.



As we are constantly striving to improve our customer retention strategy and with SMS being already a key channel for us, it made complete sense to harness the rich referral data we were gathering through Mention Me. It was so easy to launch the Attentive integration — we simply set up the pre-built flows and we were live. **We quickly saw the impact these personalised messages were making on our revenue**, engaging our existing customers and attracting new ones.

Adam Aubrey

Head of Ecommerce at Warrior

Since creating **SMS referrer flows**, Warrior have driven:

8%

Uplift in referral revenue through the integration

9%

Of new customers coming through SMS

2%

Higher click-through rate (vs. Attentive benchmark)