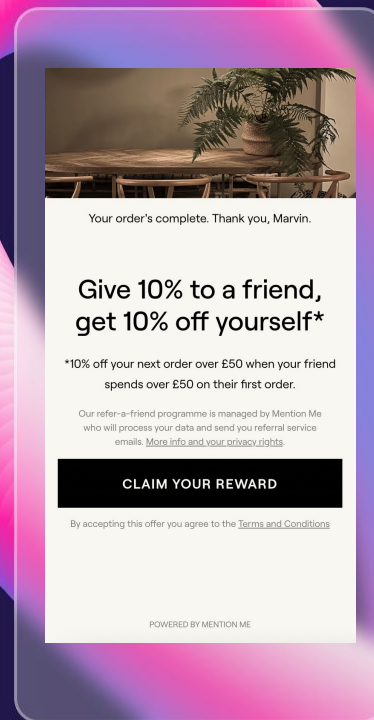


# How COAT Paints are growing a fanbase who spend 73% more

An advocacy-first approach is achieving key business goals and driving sustainable revenue for the eco-friendly paint brand



mentionme × COAT

## In 2021, COAT Paints implemented Mention Me to acquire new customers. They've since sharpened their focus on acquiring *high-intent* customers to create a truly sustainable revenue stream.

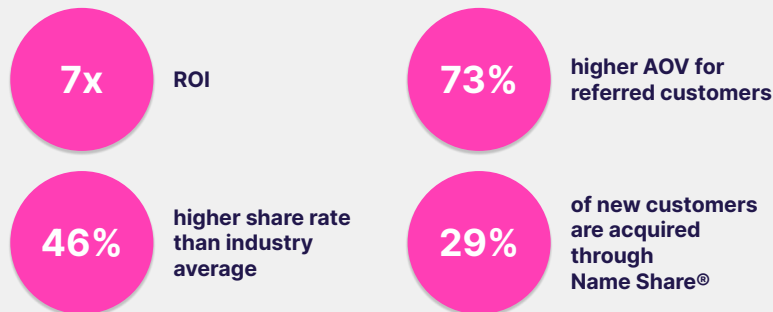
To optimise the performance of their customer advocacy programme, COAT Paints strategically experiment with almost every element of their campaigns. That's included testing 'Get 10% off' versus 'Claim your reward' call-to-actions, and descriptive versus concise copy. ('Claim your reward' and descriptive copy won, FYI.)

Their most significant experiment? By offering referred friends a 10% discount with a minimum spend of £50, instead of a free gift, they **increased new customer revenue by almost 400%**.

As a brand that prides itself on their high-quality products, it adds up that COAT Paints are focussed on acquiring quality customers who stick around, spend more, and bring along their friends. And with these referred friends being **2x more likely to introduce new customers** themselves, advocacy is becoming a highly sustainable growth channel for the brand.

Following their success in the UK, COAT Paints plan to expand their programme into European markets. They'll also be optimising performance through their Mention Me and Klaviyo integration, using advocacy data to capture more marketing opt-ins and new contacts.

## Thinking **advocacy-first** is driving strong results for COAT Paints



We want to create a real sense of community amongst our customers, so harnessing the power of advocacy through Mention Me **completely aligns with our ethos**. Through our brand advocates we've created an organic, scalable revenue stream. **Customer advocacy has quickly proven to be a high-performing growth channel that acquires quality customers who spend more and share our brand with others.**

**Ellis Hennebry**  
Senior Marketing Manager at COAT Paints