

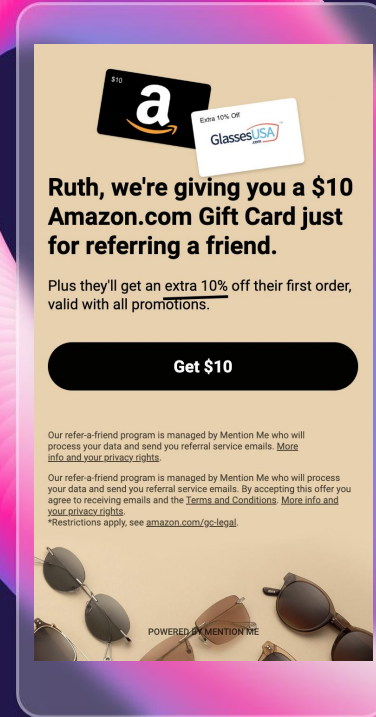
# How GlassesUSA.com increased **new customer revenue by 43%** through brand advocacy

The prescription eyewear retailer is testing their assumptions and nurturing a steady stream of high-value brand fans.

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GlassesUSA<sup>™</sup>  
.com



GlassesUSA.com, a one stop shop for all your vision needs and the leading [glasses online](#) retailer to find your perfect pair of prescription eyeglasses and [prescription sunglasses](#), needed a way to accelerate acquisition and increase the value of their existing customers. So in 2018, they turned to Mention Me. Five years on, they're using their brand advocacy programme to acquire more customers, learn what makes their advocates tick, and drive up AOV.

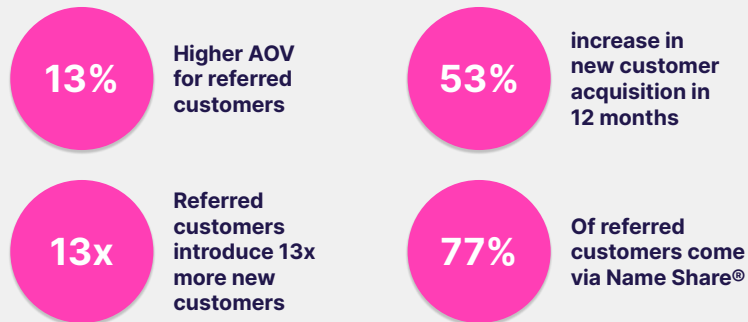
GlassesUSA.com's advocacy programme lets the brand tap into the recommendations their customers are making in everyday conversations, with 77% of their referred customers coming through Name Share® (rather than a code or link).

In the last 12 months, consistent experimentation and optimisation has helped GlassesUSA.com **increase new customer revenue by 43% and new customer acquisition by 53%**.

The brand already know how valuable advocates are, with their **referred customers introducing 13x more new customers than others** and having a **13% higher AOV**. Their next stage of nurturing brand advocacy will involve segmenting customers based on their propensity to refer, so they can drive the best possible action from every customer.

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## Thinking advocacy-first is driving strong results for GlassesUSA.com



We knew we needed something more sophisticated than a plug-in referral widget to hit our ambitious growth goals, and we were completely right to trust Mention Me. We're now nurturing brand advocacy from new and existing customers, helping us acquire **customers who spend 13% more**. Our programme is growing year on year — this is just the start of our advocacy journey with Mention Me.

Arie Tom  
CMO