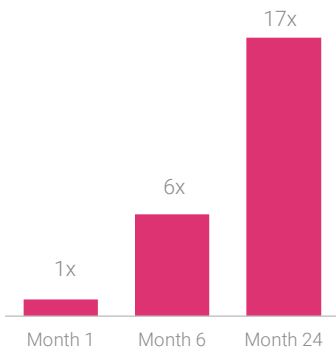


GLASSES DIRECT Case Study



30%

increase in online customer acquisition



Number of referrals per month compared to the first month after launch

Focusing on referral to help more customers find their perfect pair of glasses

Glasses Direct have been leading the way in making glasses more affordable by selling them direct for over 10 years.

Offering exceptional value, quality products and a free home trial service, they have built up a happy and loyal customer base.

Background

With such satisfied customers, Glasses Direct realised that the referral marketing channel represented a great opportunity for them to help boost their customer acquisition.

The challenge however was how they could do this without having extensive experience in the referral channel, and how it could be done without needing development resource that was scarce at the time.

Glasses Direct decided to look for a company that would provide the technology with a very light integration and help them optimise the channel once it was up and running.

"Referral has become an important part of our marketing mix. After an initial 6 months of testing and optimisation we're now looking to promote referral as much as we can."

Alan Moscrop
Commercial Director RX,
GLASSES DIRECT

"The Mention Me team have been great to work with. They've been very hands on and care about the success of the channel as much as we do."

Alan Moscrop
Commercial Director RX,
GLASSES DIRECT

*Find out
more*

Contact Mention Me for a demonstration of how our referral programme can help you.

hello@mention-me.com
+44 203 813 4460

The Solution

Glasses Direct decided to work with Mention Me because they wanted to be able to explore the channel and test the different components of referral to figure out what would work for them. They were also keen to take advantage of Mention Me's experience in the refer-a-friend sector and liked the Mention Me approach of working closely together to make the most of the channel. The marketing team also needed a solution that could be implemented quickly with minimal development effort.

Glasses Direct and Mention Me started working together in 2013 and performance doubled month-on-month for the first four months through the early testing and optimisation process.

One of the challenges that Glasses Direct encountered was that customers don't envisage buying another pair of glasses for at least another year after a purchase. One of the key learnings has been that offering an Amazon Gift Certificate rather than money off the next purchased results in more referrals.

After an initial nine month period in which Mention Me and Glasses Direct undertook 12 experiments, it was felt that the core metrics were healthy and it was time to start increasing promotion of the programme. Glasses Direct have since promoted the programme on the homepage, as inserts with the glasses that are sent out, via direct mail and in several email campaigns. The result is that referral has become a much bigger part of the mix.



Results

Glasses Direct achieved:

- An increase in online acquisition of 30% by the end of the 2nd year
- An increase in online acquisition of 18% within the first 12 months
- More than 30% of customers share the offer when they see it on the order confirmation page
- A referred customer is 3 times more likely to become a referrer themselves