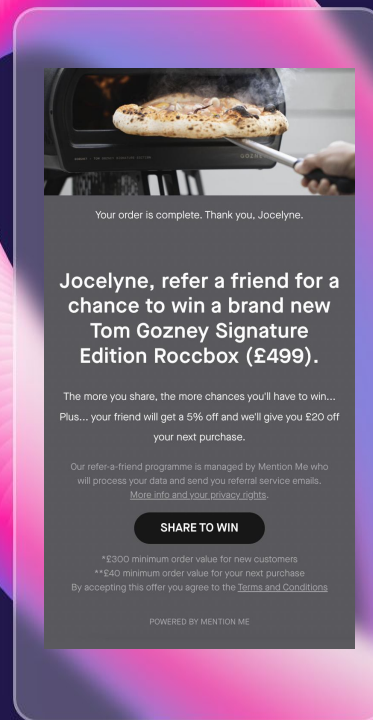


How Gozney drive 9x ROI through customer advocacy

Discover how the pizza oven makers have been using their customer base to acquire new high-value customers since implementing Mention Me in 2021.

mentionme × GOZNEY°



Gozney first launched their referral programme to acquire new customers. Now, they're harnessing customer advocacy to do so much more.

With referral campaigns running in five markets across the globe, Gozney are constantly learning about their customers and what makes them tick. This is underpinned by constant experimentation, A/B testing elements including copy, incentives and imagery. These experiments can make a big impact; **showing Gozney's new Dome oven in the referral customer journey converted 3x more referrals** than an older model — highlighting the major appetite for the new product.

As well as acquiring new customers, Gozney are leveraging advocacy to increase Extended Customer Revenue (ECR). **Referred customers spend 21% more in their first six months** than those acquired through other channels, and **introduce 5x more new customers**. These introductions often happen in person, with Mention Me's unique Name Share® feature driving 58% of referred customer acquisition.

The next step for Gozney is exploring how they can use advocacy data to increase ROI and reduce CPA across other marketing channels. This will be supported by their integration of Klaviyo and Mention Me, which feeds real-time advocacy insights into their CRM to target and segment customers based on their stage in the advocacy journey.

Thinking advocacy-first is driving strong results for Gozney



We're already increasing revenue through **brand advocates who spend more and introduce their friends**. Now, we're looking into how we can use advocacy data to **streamline our marketing channels, maximise efficiencies and drive up ROI**. The Mention Me platform equips us to identify our best customers, understand what resonates with them, and drive more referrals. **It's fast turning customer advocacy into a key growth channel for Gozney.**

Arthur Brunetti
Digital Marketing Executive