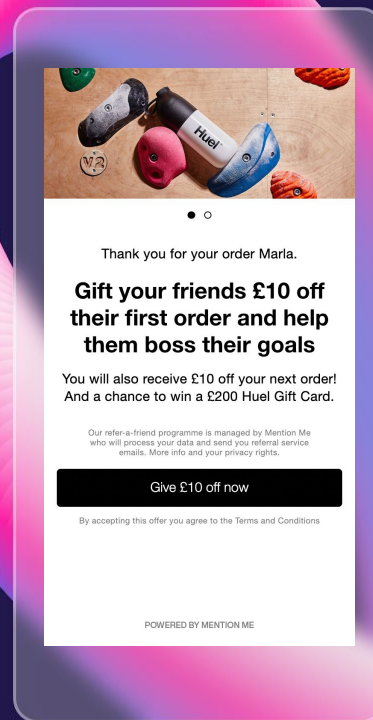


# How Huel turns 60% of recommendations into **new customers**

The plant-based food brand are activating their legion of devoted Hueligans to drive sustainable growth and revenue.

mentionme × Huel®



When Huel launched their nutritionally complete products, they needed a way to cut through a crowded market without a big budget. To solve for this, they turned to Mention Me in 2017, and their loyal community of Hueligans soon began exploding. Six years on, Mention Me's brand advocacy platform plays a key role in growing their 12 markets globally.

By tracking word-of-mouth recommendations through the Mention Me platform, Huel knows that **up to 22% of customers refer friends – and that 60% of these recommendations convert into new customers.**

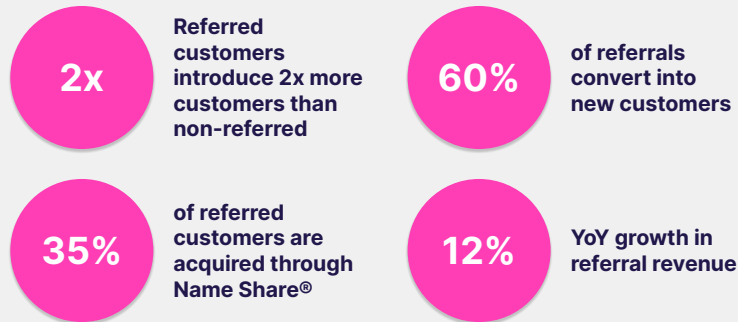
Better yet, compared to non-referred customers, Huel's referred customers introduce 2x more new shoppers, helping to grow their community even more quickly.

Mention Me's brand advocacy platform also helps Huel drum up hype for new products and build brand awareness among their target market.

Experimentation has revealed, for example, that product imagery tends to capture the attention of shoppers in the UK and US better than lifestyle shots. In the US, **72% of referral offers featuring product imagery convert into new customers.**

The team's experimentation and optimisation is making an impact: referral revenue has increased by 12% year-on-year.

## Thinking advocacy-first is driving strong results for Huel



We've seen exceptional results in the six years we've been working with Mention Me. **It's played an important role in turning our loyal community of Hueligans into a significant revenue stream, helping to acquire valuable customers at a lower cost to other channels.**

**Emily Hollis**  
Senior CRM Executive