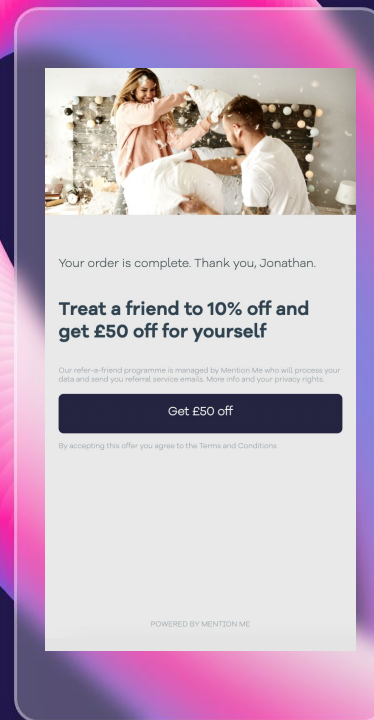


# Why customer advocates are **3x more valuable** for Hypnia

The popular mattress brand is harnessing the power of customer advocacy to acquire customers who spend more, return often and introduce their friends



mention *me*

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HYPNIA

In 2020, Hypnia had a problem. Customers loved their dream-inducing mattresses, but it wasn't a product they needed to buy regularly. To drive sustainable growth in other ways, Hypnia implemented a customer advocacy programme.

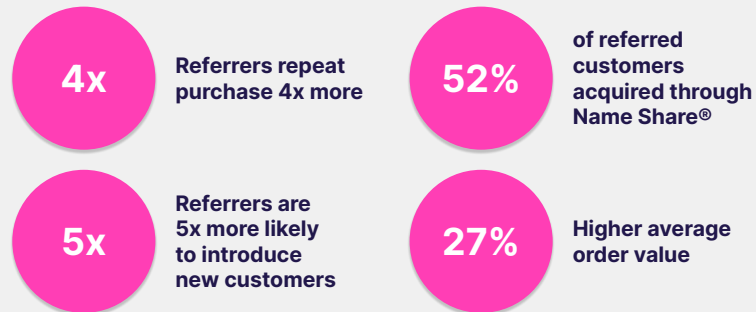
Launching first in France, the team wasted no time setting up referral campaigns and running A/B tests, such as offering a gift card versus cashback, to optimise their programme's performance. They've since expanded into the UK and Spain, and in 2022 **increased new customer revenue through referral by 532%** compared to the previous year.

Harnessing the power of customer advocacy isn't only driving up acquisition rates. The high-quality of referred customers means they're **4x more likely to buy again, spend 27% more and are 5x more likely to introduce new customers.**

All that adds up to an Extended Customer Revenue that's 3x higher than customers acquired through other channels.

Looking ahead, Hypnia are exploring how they can use their first-party customer advocacy data to enhance other channels and grow their customer base in other European markets.

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



We wanted a flexible customer advocacy channel that would deliver a strong return on investment with minimal resource – Mention Me ticks those boxes. As well as **acquiring valuable new customers**, we're **increasing retention rates through encouraging referring customers to return and buy other products in our range.**

Now we're looking at how we can **drive an even higher ROI** by expanding into other markets and integrating Mention Me with our marketing automation platform."

**Antoine Le Metté**  
Digital Marketing Manager at Hypnia