Maximise referral conversions with Ometria & Mention Me

A best-in-class solution to develop your referral marketing strategy and drive more conversions through customer advocacy.

Ometria is a specialist solution for retailers, letting them send personalised, relevant marketing messages throughout the customer journey. It combines AI-powered customer insight with a retail-specific cross-channel marketing platform, replacing and upgrading an ESP.

The Mention Me and Ometria integration makes it easier and more efficient to give customers a seamless referral experience.

Real time data sync

Say goodbye to manual data porting between platforms. The two solutions seamlessly sync data to remove the burden of manual data importing and unlock the power of real-time data.

Personalised landing pages

Ometria pre-populates referral landing pages with customer details such as name and email address. Not only does this create a better, more personalised customer experience, it also increases referral conversions.

Send follow up email campaigns

Build out your referral campaign strategy further using Ometria. Build segments in Ometria based on interactions with Mention Me referrals. Target segments with follow-up campaigns that can be used to increase referral conversions with reminders to redeem referral codes, or simply create a better customer experience by saying 'thank you' for referring.

For more information, visit us here