

Serve personalised customer journeys with Mention Me and Emarsys

In the current climate, seamless customer journeys are key to driving referrals and repeat purchases. With Mention Me and Emarsys, you can serve highly targeted journeys that turn customers into loyal brand advocates.



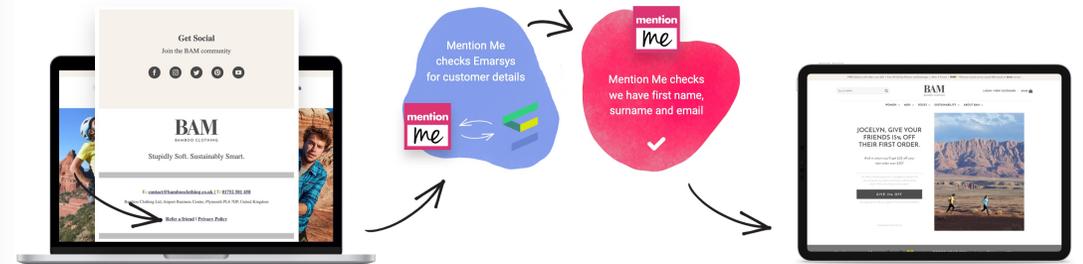
"Integrating Emarsys with our referral campaigns improved our performance almost instantly. Automated emails reminding people to use their referral rewards have driven 9% more to buy for the first time and increased average order value by 4%. That's made a notable difference to our overall referral revenue. We're now acquiring more high-quality customers everyday with no extra effort, all while providing a seamless experience. It really is a no-brainer."

Olivia Shanu-Wilson
Senior CRM Executive, PrettyLittleThing

Maximise referrals and retention

With personalised customer journeys, every step of the way.

- **Drive newsletter sign-ups**
Our platform automatically adds new customers to your Emarsys account, removing the need for manual upload.
- **Sync customer events in real-time**
So you can:
 - Send emails reminding customers to use their referral rewards
 - Send referral email promotions with personalised share links
 - Send personalised welcome emails to opted-in referees





The omnichannel customer engagement platform

Emarsys accelerates business outcomes through industry-specific analytics and use cases built into the platform. It delivers predictable, profitable outcomes and highly personalised omnichannel customer experiences.

Recognised as a leader in Gartner's 2020 Magic Quadrant for Personalization Engines

1,500+
customers worldwide

5bn+
contacts in customer
database

10bn+
monthly personalised
interactions

Get started (without cost or development work)

Simply follow these steps:

1. Create an Emarsys API key for Mention Me on your Emarsys Account
2. Secure file transfer this key to your Mention Me Client Manager
3. Sign the legal contract amendment allowing us to send data to Emarsys

Have a question?

Check out our [Emarsys article](#) or speak with your Client Manager.