


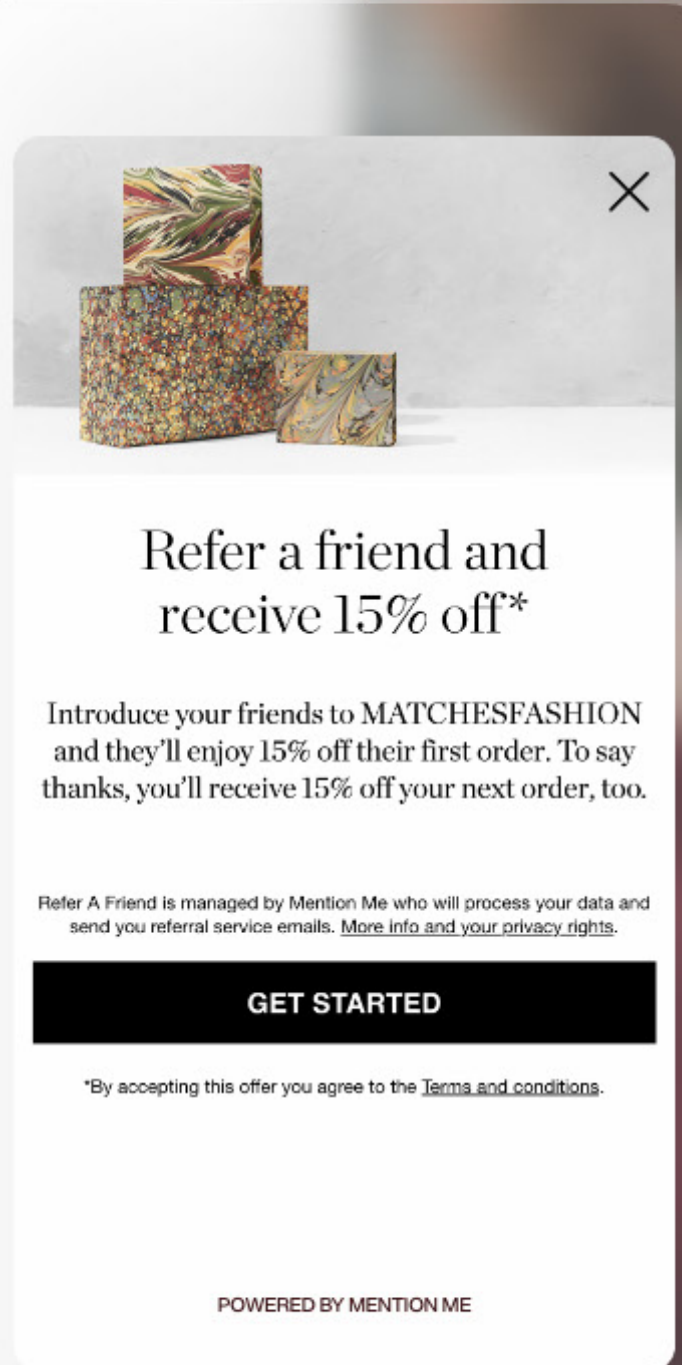
Optimise performance with Smart Experiment powered by Propensity to Refer[®]

Built for today's hyper-connected world and powered by machine learning, Smart Experiment predicts tomorrow's most valuable customers, today.



SMART EXPERIMENT

PROPENSITY TO REFER[®]



Refer a friend and receive 15% off*

Introduce your friends to MATCHESFASHION and they'll enjoy 15% off their first order. To say thanks, you'll receive 15% off your next order, too.

Refer A Friend is managed by Mention Me who will process your data and send you referral service emails. [More info and your privacy rights.](#)

GET STARTED

*By accepting this offer you agree to the [Terms and conditions.](#)

POWERED BY MENTION ME

Turn more customers into brand fans

With Propensity to Refer[®] and first-party referral data, you can:

✓ Optimise referral and lower CPA costs

Adjust your referral offer based on what you know about high and low-propensity customers

✓ Make your marketing smarter

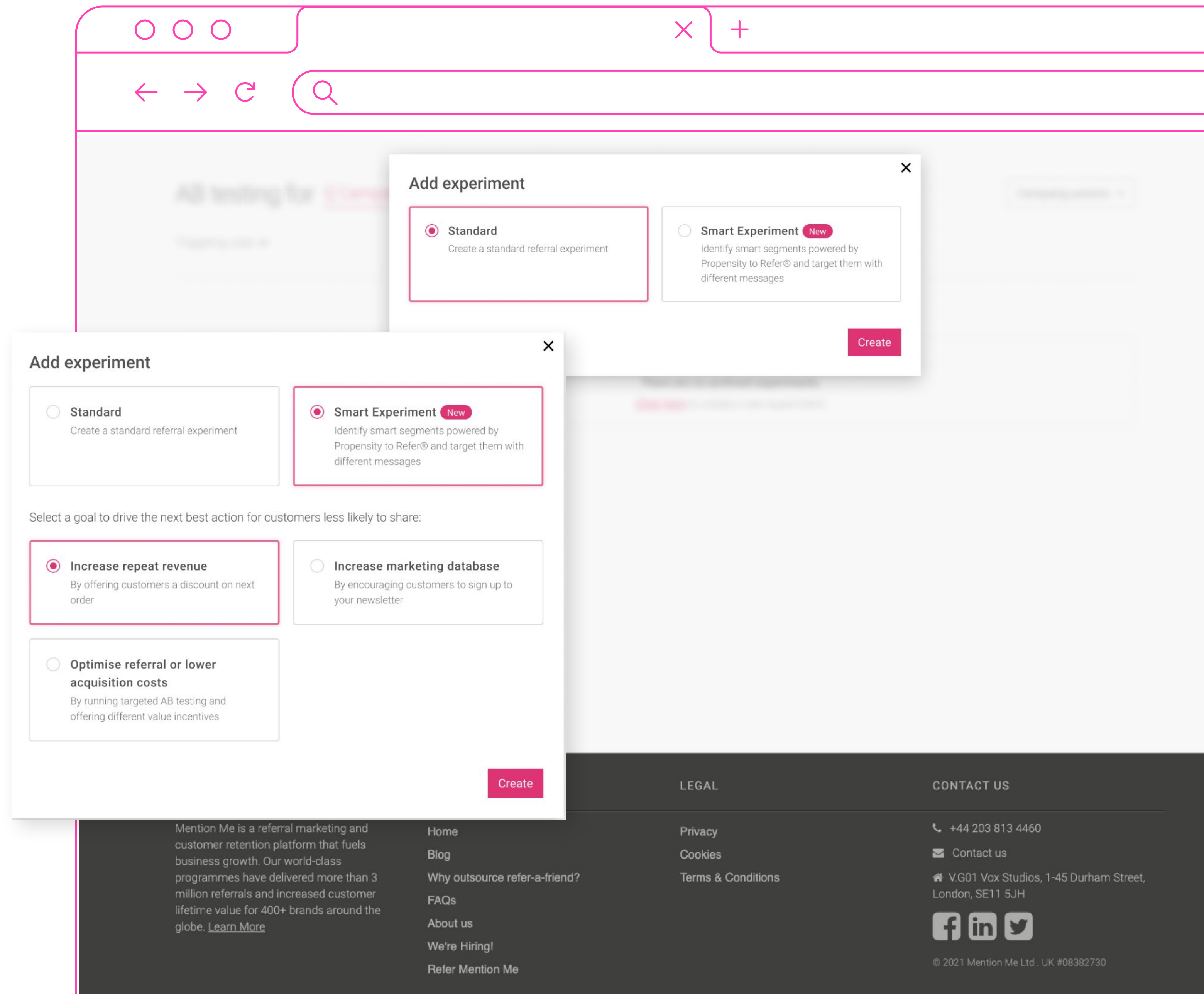
Use unique first-party referral data to enhance your targeting strategy and turn more high-propensity customers into brand advocates

✓ Achieve more business goals

Drive low-propensity customers to take the next best action, from signing up to your newsletter to buying again*

mentionme

*To maximise performance, Enhance is Included within Smart Experiment.



Mention Me is a referral marketing and customer retention platform that fuels business growth. Our world-class programmes have delivered more than 3 million referrals and increased customer lifetime value for 400+ brands around the globe. [Learn More](#)

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