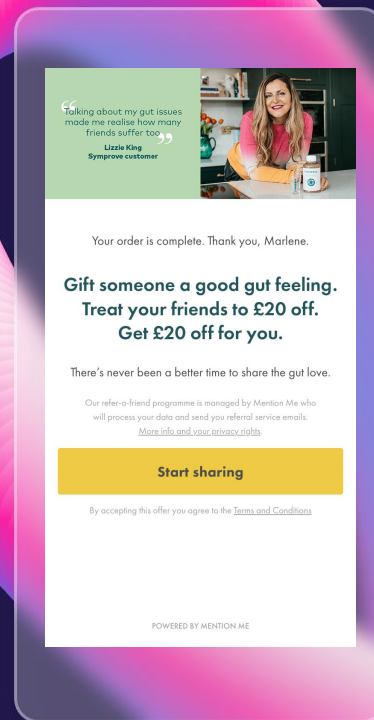# How Symprove convert 34% of brand recommendations into **new customers**

The supplement brand are hitting their ambitious growth targets and expanding their loyal customer base through the power of advocacy.

mentionme ✕ **SYMPROVE**™

"Talking about my gut issues made me realise how many friends suffer too"

Lizzie King
Symprove customer

Your order is complete. Thank you, Marlene.

**Gift someone a good gut feeling.
Treat your friends to £20 off.
Get £20 off for you.**

There's never been a better time to share the gut love.

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails.
More info and your privacy rights.

Start sharing

By accepting this offer you agree to the Terms and Conditions

POWERED BY MENTION ME

After discovering that 30% of new customers came through personal recommendations, Symprove recognised a major opportunity to drive organic growth through customer advocacy.

To turn these recommendations into a high-performing acquisition channel that gathers first-party data capable of enhancing the entire martech stack, Symprove implemented Mention Me in 2021.
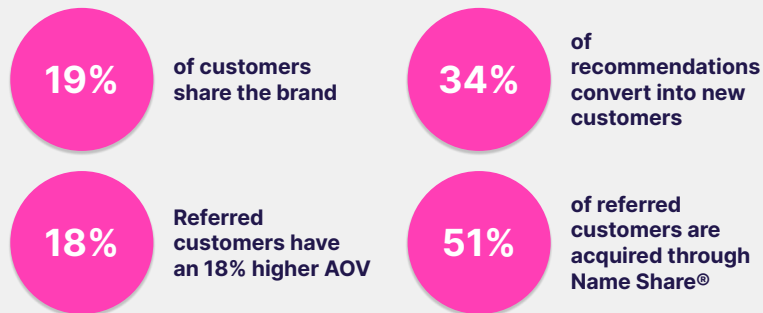
They've since experimented with optimising their referral journey, driving **19% of customers to share the brand as a result.**

As a primarily subscription-based business, brand loyalty is essential for Symprove to hit their all-important retention targets. By leveraging and tracking this loyalty through an advocacy programme, they're rewarding their biggest brand fans for spreading the word — and encouraging them to keep on doing it.

The authentic and highly personalised nature of referrals is reflected in Symprove's most effective sharing method. **51% of all referred customers are acquired through Mention Me's unique Name Share® capability** (where customers can simply enter their friend's name at checkout to receive their unique reward) – reflecting that many recommendations happen in everyday conversation.

To further build on their advocacy journey, Symprove are now feeding their advocacy data into Klaviyo, their CRM platform, to create personalised referral email flows and grow their marketing database.

mention*me*

Thinking advocacy-first is driving strong results for Symprove

19% of customers share the brand

34% of recommendations convert into new customers

18% Referred customers have an 18% higher AOV

51% of referred customers are acquired through Name Share®

"

We'd had lots of customers asking us to launch a referral programme, so we knew we were giving the people what they wanted by implementing Mention Me. **Our brand advocates are highly valuable, and the friends they bring along spend 18% more than other customers**, helping to continue the growth we experienced during the pandemic. Now we're excited to see how we can **use our first-party advocacy data across our wider martech stack to reduce CPA and give our best customers the VIP treatment**.

Rose Wilkes
Retention Specialist