

How Mention Me compares with other referral marketing tools

Unlike simple referral marketing tools, Mention Me's customer advocacy platform lets you identify the most valuable fans within your customer base, giving you the power to nurture and activate them while recruiting future fans through the most advanced advocacy technology.



[Click here](#) to schedule a 20 minute demo

	mentionme	ReferralCandy	BUYAPOWA	LOYALTYLION	Talkable	yotpo.
Create a basic referral programme	✓	✓	✓	Some capability	✓	✓
Optimise campaigns with A/B testing capabilities	✓	✗	Some capability	✗	✗	✗
Capture word-of-mouth referrals that happen offline	✓	✗	✗	✗	✗	✗
Protection against the risks of referral fraud	✓	Some capability	✓	✗	✓	✗
Deliver loyalty programme alongside referrals	✗	✗	✗	✓	✓	✓
Reports and dashboards to measure business impact	✓	Some capability	✓	Some capability	Some capability	✓
Integrate referral tactics and brand advocacy data into martech stack	✓	✗	✗	Some capability	✗	Some capability
Reduce paid media spend and attract future brand fans	✓	✗	✗	✗	✗	✗
Increase lifetime value by nurturing brand advocates across customer lifecycle	✓	✗	✗	✗	✗	✗
Deliver brand experiences driven by insight and segmentation	✓	✗	✗	✗	✗	✗