

How PUMA achieves 6x ROI through customer advocacy

The iconic sports brand launched referral programmes with Mention Me across six European markets, driving explosive growth after just nine months.

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POWERED BY MENTION ME

PUMA aimed to transform its fanbase into a key growth driver for its direct-to-consumer (D2C) channel, achieving explosive growth.

Through an Emarsys introduction, PUMA partnered with Mention Me to acquire new customers, build brand advocacy and increase loyalty. In just 36 days, PUMA launched referral campaigns across their six major European markets.

The programme began with a ramp-up phase, promoting referrals at key touchpoints, turning off competing promotions, and conducting A/B testing by cohort.

A notable test revealed that German and French audiences prefer giving referral rewards, while English audiences prefer getting them.

Having recently launched referral programmes in 19 more countries, this bespoke approach was critical to driving maximum engagement with each campaign.

Referral offers a way to harness engaged customers so we can reach and convert more people, growing our ecommerce business in the process.

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“After about nine months of optimising our referral programme, our growth began exploding... Mention Me supports our business goals and helps to overcome rising paid media and acquisition costs.”



David Witts
Senior CRM Manager
E-Commerce Europe, PUMA

How referrals extended lifetime value and lowered costs across PUMA's channels.

PUMA integrated Mention Me with Emarsys, their CRM platform, enabling seamless customer journeys that increase referrals by sending reward reminders and encouraging more friend introductions.

Second, it provides real-time first-party referral data to their CRM, enriching their database and offering new insights.

This integration inspires PUMA to refine consumer segmentation and targeting based on a more comprehensive understanding of customer behaviour, including cohort building based on interactions and advocacy journey stages.

Unlike paid media, PUMA's referral programme consistently delivers high-quality customers. Referred customers are, on average, four times more likely to refer others than those acquired through other channels, driving exponential growth without unexpected costs.

Today, we're continuously optimising PUMA's marketing channel performance.

Thinking advocacy-first is driving strong results for PUMA



With a fraction of budget, Mention Me delivers **strong revenue and invaluable insights.** It's absolutely been a wise investment for PUMA."

David Witts
Senior CRM Manager E-Commerce Europe, PUMA